

CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 10, 1985

a Benn publication

Surveys show
pharmacy role
understood

Pharmacists
field *Which?*
criticism well

PSNC & PSGB
consider 'final'
guidelines
— FPCs welcome
new contract
— PAC adopts
watchdog brief

OTC update
looks at acne

Drugstore buy
creates 118
shop chain

HEALTH FOODS
SPECIAL FEATURE

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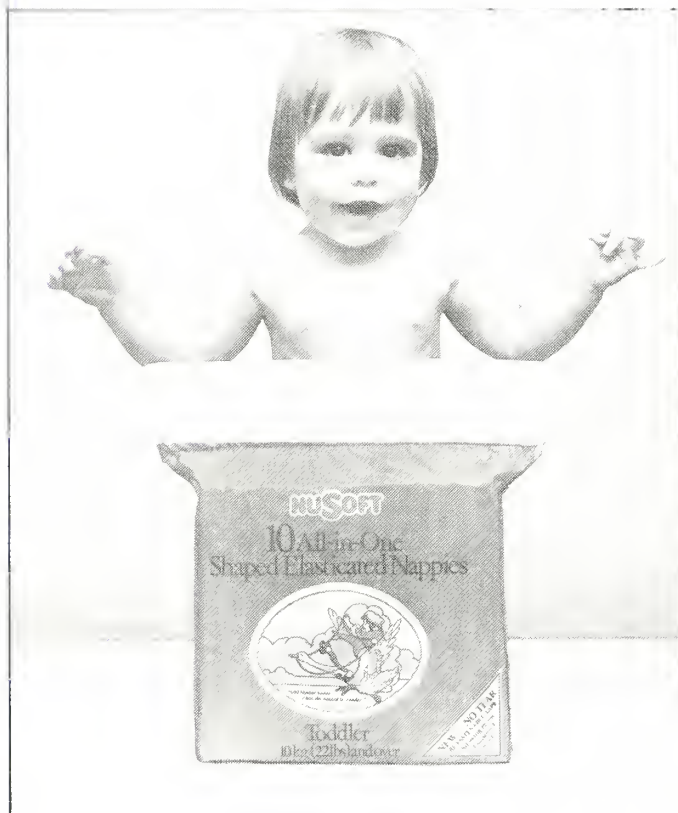
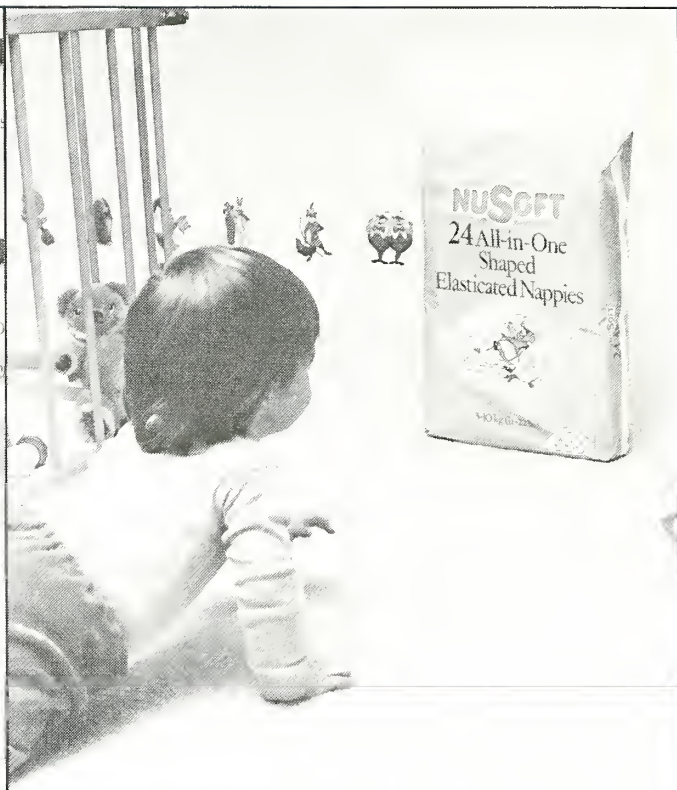


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August 10, 1985
Volume 224 No 5482
126th year of publication
ISSN 0009-3033

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**Published Saturdays
by Benn Publications Ltd**

Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732 364422
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Subscriptions: Home £53 per annum.
Overseas & Eire £67 per annum in-
cluding postage. £1.10 per copy
(postage extra). Member
of the Audit Bureau of
Circulations



Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley,
Solihull, W Midlands B90 3AE 021-744
4427. North East and North West: 491
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COMMENT

Community pharmacists were
spared banner headlines in the
Daily Mail following the *Which?*
report on pharmacists last week,

but the story did generate sizeable media
response.

While most newspapers stuck to the details of
the Consumers' Association press release, some
(notably *The Scotsman* and the *Worcester
Evening News*) questioned the *Which?* findings.
A majority were able to find a pharmacist — and
usually the right one to make a comment.

But it was television and radio that really went
to town on the *Which?* report. No less than 24
interviews were recorded with pharmacists up
and down the country, two being for television,
two for national radio and the remainder for local
stations. And anyone who followed the fine
example of PSGB assistant secretary Bruce
Rhodes, who was first to face the Press on TV-am,
cannot have gone far wrong. By riding the
punches and attacking the more obvious
weaknesses in the report he managed to present
the profession as emerging with a deal of credit
from the *Which?* investigations.

Other pharmacists up and down the country
seem to have managed to turn the tables equally
well to give a minor triumph to those who have
sought to improve pharmaceutical PR. To be seen
and heard on television and radio dealing
competently with such a situation can only

improve the public's image of the pharmacist,
and the profession's confidence in itself.

But that there is still a long way to go before
the pharmacy is recognised as the place to go for
general health advice is evident from further
statistics released by the Consumers' Association
this week. More than 90 per cent said they would
never consult a chemist for advice on dieting,
dental care, or contraception.

PAC rules? As the PSNC and the PSGB were
settling down this week to give part I of the new
contract their final seal of approval, its avowed
opponent, the Pharmacists Action Committee,
was again stumping up support for its role as a
"watchdog body for grass roots pharmacists".
Like some notable pharmacy ginger groups
before it — the Rural Pharmacists Association,
and the Post-1980 Contractors Committee — it
has come a long way in a short time. The RPA
and the Post-1980 contractors also raised
substantial cash funds to back various legal
moves. And while the major professional bodies
may not always have respected their views on the
burning issues of the day, they have not been able
to ignore them. PAC is promising not to fade
away if and when the new contract is accepted. It
will have ample opportunity
in the future to gain representation
on PSNC through the ballot box
until then, it's Speakers Corner for
Mr Nathan and Co.

Public understands pharmacists' role

The public has a high degree of awareness of a pharmacist's responsibility when dispensing prescriptions, according to two surveys on the public's attitudes to pharmacists released by the Consumers' Association.

Four out of five people agreed pharmacists were expected to check the prescribed dosage, says the Association in surveys which follow hard on the heels of the *Which?* report (last week p184). The three reports from the basis of the Association's submission to Nuffield.

But only 37 per cent agreed pharmacists know more about medicines and drugs than doctors — 46 per cent disagreed. The majority (71 per cent) agreed that chemists are qualified to give advice about minor health problems, but 85 per cent of people agreed with the statement that if you want any advice about your health you should always go to your doctor first.

The public are aware of the difference between the pharmacist and his or her staff, the survey showed — 78 per cent disagreed with the statement that "all staff in a chemist's shop can give good advice about minor health problems." Two thirds of those surveyed (64 per cent) felt pharmacists should not be allowed to write prescriptions for minor illnesses.

Almost half the sample (45 per cent) had collected a prescription in the past month. Of those 51 per cent had spoken to a shop assistant and 37 per cent to the pharmacist. Overall 73 per cent of people said they had not been given an explanation of how to take or use the medicine when it was collected.

However, people were much more likely to be given explanations by the pharmacist than by other shop staff — 64 per cent of those collecting a new prescription and 30 per cent of those collecting a repeat from the pharmacist were talked through its use.

Only 6 per cent said they had not received enough information when collecting a script, but 58 per cent stated they had already been given sufficient information before collecting it.

One in ten in the survey had decided not to go to the doctor in the past year because of the prescription charge, and 38 per cent had brought a non-prescription medicine in the previous month. The

average amount spent per person was £2, although 48 per cent of those surveyed spent less than £1.

People were unsure whether a pharmacist had to be present when certain medicines were sold over the counter — 20 per cent thought this statement was false. One in seven did not realise that supermarkets were allowed to sell medicines.

In a separate survey dealing with a range of health issues, 38 per cent spontaneously named the chemist as a source of advice for treating stomach ailments, 37 per cent for cold and flu, 28 per cent for minor skin complaints, 21 per cent for advice on vitamins and 12 per cent on hair care.

Chemists were mentioned infrequently for advice on diet, baby food, dental care, contraception, stopping smoking and blood pressure. In a separate question over 90 per cent said they would never consult a chemist for advice on these topics.

In its concluding remarks the Consumers' Association says: "If pharmacists are to expand their advisory role, people must have confidence that the profession puts the patients' interests before commercial interest. There is a possible conflict of interest which needs further consideration and resolution." It also recommends all requests for advice to be handled by the pharmacist.

The Association says after its previous survey in 1975 it was not convinced people should be actively encouraged to seek a pharmacist's advice. "Since then the profession has shown itself more than willing to take on an advisory role."

Frisum next?

The blacklist review committee is expected to look at Frisium at an early stage according to Health Minister Kenneth Clarke.

Apparently there have been no representations over Solpadeine.

Deliberations of the review committee — officially called the Advisory Committee on NHS drugs — are strictly confidential, says the DHSS. Ministers made one exception when they said mucolytics should be looked at as a priority. The next meeting is scheduled for September 24.

Pharmacists face the Press

Pharmaceutical Society assistant secretary Bruce Rhodes was in danger of becoming a media star after appearing on four television and radio programmes last Thursday to reply to criticism in the *Which?* report on pharmacists.

The morning kicked off with an interview on TV-am, followed by a slot on Radio 4's Today programme. Mr Rhodes later appeared on the Jimmy Young Show on Radio 2 and on Capital Radio.

While welcoming the report and acknowledging it did raise some valid points, Mr Rhodes strongly challenged its negative tone, pointing out pharmacists were professional people, not automatons, and had performed well under scrutiny.

Meanwhile Trevor Waller, from Ilford, was fielding questions on LBC's morning phone-in programme, and was given a sympathetic reception by presenter Brian Hayes. Alan Asher faced the cameras for ITN's lunchtime news.

Twenty interviews were given by pharmacists up and down the country for local radio stations.

Radio Merseyside's radio pharmacist, LPC secretary Jeremy Clitheroe, did a four minute live spot on the *Which?* report on Thursday in addition to his late night Friday phone-in. "I managed to turn the points around quite nicely," he told *C&D*. "I've had no negative feedback at all."

Peter Taylor, NPA chairman, was interviewed in his pharmacy for a local news programme on Radio Stoke. However, he was annoyed that part of the interview was taken out of context, and used in news bulletins to suggest that he was critical of the role played by GPs in the health care "pyramid."

Air time was also given to the story on Radio Leeds, Sheffield, Solent, Cambridge, Leicester, Ulster, Humberside, Bristol, Forth, Northampton, London, Wales, YTT, AIRE and Two Counties Radio.

Newspaper coverage of the report has been patchy. The *Daily Telegraph* carried a short inside story last week. The *Guardian* didn't get around to including their piece until Tuesday. The *Scotsman* carried a commentary piece which spoke in the pharmacist's favour.

Local papers which have picked up the story include the *Western Mail* (Cardiff), the *Eastern Daily Press* (Norwich), the *Worcester Evening News*, and the local paper in Aberdeen. Most papers used the Consumers' Association Press release.

Chemist & Druggist 10 August 1985

PSNC & PSGB consider 'final' guidelines

The amended control of entry guidelines were being considered by the Pharmaceutical Services Negotiating Committee on Thursday.

The draft was discussed by the Pharmaceutical Society's Council at its monthly meeting on Tuesday evening. A Society spokesman said afterwards there could be another meeting with the DHSS this week.

The guidelines have been expected for nearly a fortnight. The reason for the delay has been attributed to the close personal interest being taken in the matter by Health Minister Kenneth Clarke.

What is hopefully the final version of the guidelines was collected from the Department of Health by PSNC chief executive Alan Smith last week.

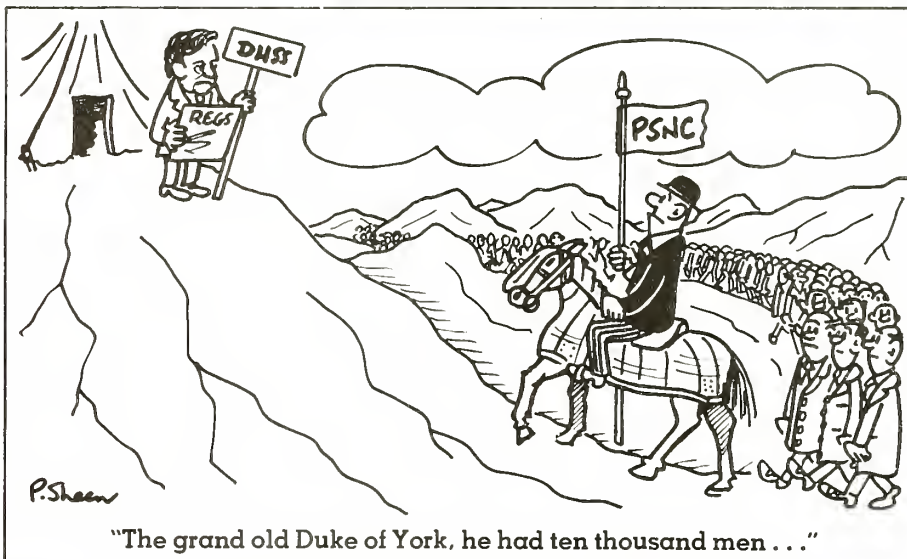
Manx right of entry problem

Right of entry to an NHS contract in the Isle of Man has been restricted since 1978 but the Manx Chemist's Association is not happy with at least one decision by the Appeals Committee to allow a pharmacy to open near to a local surgery in Ballasalla.

Right of entry is controlled the Pharmaceutical List Committee comprising two representatives of the MCA, and three lay persons appointed by Tynwald's Health Services Board, "to give a measure of protection to the consumer against a further decline in chemists shops..."

The PLC unanimously rejected the application of "Ye Olde Bakery Pharmacy Ltd" to open up in a convenience grocery store near to the local surgery in Ballasalla (3,000 patients). Grounds included the fact that the applicant was a non-pharmacist leapfrogger; the existing businesses would become unviable; the unit script costs would escalate; a convenience store pharmacy would not enhance the profession's image, and that the established pharmacies had offered to set up a collection and delivery service.

The Appeals Committee, comprising local politicians, has so far resisted all attempts by the PLC to get it to reconsider.



"The grand old Duke of York, he had ten thousand men . . ."

PAC adopts watchdog brief

The Pharmacists Action Committee hopes to be around for a long time. Chairman Alan Nathan says there is a need for a watchdog body of grass roots pharmacists looking after members' interests.

PAC is to take up the "dead stock" issue arising from the limited list. It aims to become the most powerful organisation in the country — "more powerful than the BMA", says Mr Nathan.

"Pharmacy representation is fragmented," he told its second London meeting last week. "We represent everybody — proprietors, employees and future pharmacists.

"You have no excuse for not joining us," he told the 30 or so at the meeting. "To achieve what is right for the profession PAC needs you as members. PAC offers a democratic voice for all."

Mr Nathan outlined PAC's achievements since their formation 39 working days previously. They had

received a lot of publicity for their fight against the new contract, with articles in six national and dozens of local papers.

They were winning the public over to their side. A petition had already attracted some 100,000 signatures from the public. "This has made pharmacists realise how popular they are in their communities," said Mr Nathan. "One of our members in Wales has seen his counter trade increase by 25 per cent since he put up a petition."

For future publicity, committee members Ray Lubert and Gill Davies had been filmed by TV-am, who are preparing a feature on the new contract.

PAC would continue to put pressure on the Government and the PSNC. A number of MPs were actively lobbying for the group. Mr Nathan did not give the details of their proposed legal challenge, which would follow when the regulations became "official."

PAC says that 16 new members joined after the meeting and they have since had a request to meet a group of employee pharmacists in North London.

A planned mailshot to 5,000 pharmacists outlining the aims of the organisation should be going out at the end of next week.



Speaking for the small man — Pharmacist Action Committee leaders address their second London meeting last Thursday. From left to right treasurer Michael Hirsh, chairman Alan Nathan, secretary Meir Kattan, vice-treasurer Ray Lubert and chairman of the Leicester regional committee Jayanti Patel

FPCs welcome new contract

Upwards of 1,000 small urban pharmacies will close because of the new contract. "Undoubtedly some of these will be missed, but it has to be said most will not," says the *Family Practitioner Services Journal* in its latest editorial.

The journal welcomes the agreement between the Department of Health and the PSNC. The case for rationalisation of pharmacies has been overwhelming for some years, it says.

On the control of entry guidelines it says: "In our view it would be a mistake to aim at an all embracing definition which

attempted to hamper local judgment and a common sense approach by FPCs."

The editorial notes that some of the savings resulting from the new contract will be ploughed back into pharmacy following the Nuffield Report. "All the indicators point to a very much wider role for community pharmacists in the overall provision of primary health care in the future."

At present there are 9,800 pharmacists with an NHS contract — the number rose by 150 last year. There are 1,380 "small" pharmacies which dispense less than 16,000 scripts a year. Of these 135 are considered essential small pharmacies.

The *Family Practitioner Services Journal* is the house magazine of the Society of FPCs and Society of Administrators of Family Practitioner Services.

Help on way for pre-AIDS patients?

Inosine pranobex (Imunovir) can help patients with lymphadenopathy syndrome or AIDS-related complex — the two conditions which develop in a high proportion of cases into acquired immune deficiency syndrome.

The immune systems of such patients, who are asymptomatic but have early signs of disease, can be boosted by up to 3g a day of the drug, Dr Joyce Wallace, assistant professor at the Mount Sinai School of Medicine in New York, told the International Society for Sexually Transmitted Disease Research last week.

Out of 61 male homosexuals whose immune systems were compromised by HTLV III virus, the causative organism in AIDS, those given Imunovir for 28 days showed marked improvements in their immune status. An initial effect was seen within two to four weeks persisting for as long as six months, and up to a year.

Dr Wallace's study was reported to be the first proper double-blind controlled study in such cases, and the results suggest that Imunovir may help stave off the development of the pre-AIDS condition into full-blown AIDS.

Dr Alvin Glasky, the head of Newport Pharmaceuticals who developed Imunovir, said the drug was possibly both antiviral and immunorestorative.

Dr William Harris of St Mary's Hospital, London said that in Britain there are currently 10,000 people who have the

AIDS virus, some of whom would go on to develop AIDS.

☐ In fresh moves to counter the spread of the disease, a nationwide counselling service, with training centred at St Mary's Hospital in London is being set up. There are also plans to make Britain self-sufficient in blood products.

☐ Imunovir has just been given a product licence for use in genital warts as an adjunct to podophyllin or CO₂ laser treatment. The recommended dose is 1g tds for 14 to 28 days.

...plus test kits

First-stage testing of commercially available kits to detect antibodies to AIDS virus has produced a short-list of three. The kit or kits eventually chosen for use in blood transfusion centres will have a market worth some £5m a year.

Organon Teknika, Ortho Diagnostic Systems and Wellcome Diagnostics make the short-listed kits, which are used to screen blood for HTLV III antibody.

Organon and Wellcome's kits seem most suited for blood transfusion work. They will now go on to be evaluated by the National Blood Transfusion Service in London and Manchester.

When this second-stage testing is complete — expected to be in September — routine screening of the two million pints of blood given each year can begin. This is well in line with the schedule set out by Health Minister Kenneth Clarke.

The delay in introducing a British test has sprung from suggestions that kits available from the US are unreliable, giving a large number of false positives.

Liquidation for Lanimead

Manufacturers of the Lanimead Dispensary System. Lanimead Medical Computers Ltd. have gone into voluntary liquidation this week.

General manager Roger King told *C&D* the company was formed in March 1984 to take over the marketing and manufacture of the LDS from Lanimead Ltd.

The LDS was a solid state label system comprising a computer, screen and printer with a 2,000 drug capacity. Priced at £1,600 in January 1984, its cost rose to £1,900 when distributed by Medisys. The machine was then found to be overpriced and the price dropped to £1,650 in late '84.

Fifty units have been sold, 34 to Yorkshire-based retail and wholesale pharmacy group Selles, who have made their own arrangements for maintaining their machines. The remaining units were bought by pharmacists near Lanimead's Poole base. Mr King says negotiations are in hand with a "sizeable electronics company" to pick up the pieces and possibly to help the independent pharmacists.

Mr King has completed the patient medication record project funded by the Pharmaceutical Society. He has also formed a new company, Dedicated Health Systems, with one of the former LMC directors, Jim Smith, to produce software packages.

'Liberal' scripts election ploy

The latest use for prescription forms — for political campaigning — has prompted a DHSS inquiry.

According to *Pulse*, forms bearing the words "Vote Liberal" were issued in Glastonbury around the time of the local council elections.

Under Secretary for Health Baroness Trumpington said in a letter to local MP David Heathcoat-Amory: "It is improper to use prescription forms to exhort people to vote for a particular political party. I am arranging for the FPC concerned to remind its GPs about the legal status of the forms."

A GP at the health centre where the prescriptions were issued was Liberal candidate for the area. She won with a 250-vote majority.

Licence of right ruling by Lords

The Law Lords have decided that a "licence of right" can be applied for, and its terms agreed, before the end of the 16-year patent protection period has expired. This is so a company can start business from the day such a licence becomes available under the 1977 Patents Act (last week, p189).

In so doing, the Lords overturned an Appeal Court ruling that an application to settle the terms of a "licence of right" could not be made until after the start of the four year extension to the patent life allowed by the Act. (*C&D*, May 4, p948).

The Dutch company Gist-Brocades and its UK subsidiary had wanted to compete with Beecham in the UK market for amoxycillin. Beecham's 16-year patent was due to expire on August 19, and a refusal by the Comptroller General to consider the application by Gist-Brocades until after that date had been upheld by Mr Justice Falconer on March 15.

The Law Lords also held that the Comptroller-General could include in settled licence terms provisions precluding or limiting imports of UK patented goods from non-EEC countries.

The Law Lords referred questions concerning the effect of the Treaty of Rome on the import of UK patented goods from the EEC to the European Court of Justice. They gave Allen & Hanburys leave to apply to the High Court to determine whether an interlocutory injunction prohibiting or imposing conditions on the importation of salbutamol into the UK from Italy be granted, until a final order in the civil action with Generics (UK) was made.

Generics (UK) had won an appeal over the import of salbutamol from Italy in May (*C&D* June 1, p1115).

Blacklist moves

The following additions should be made to the NHS blacklist published in August *C&D* Price List:-

Alexitol Sodium Susp 360mg, Alexitol Sodium Tabs 360mg, Bromhexine HCl Elix 6mg/5ml, Bromhexine HCl Tabs 8mg, Iodinated Glycerine Elix 60mg/5ml, Iodo-Ephedrine Mixt, Natural Herb Laxative Tabs, Powdered Bran Tabs 2g, Tabs to formula A63, Yellow Phenolphthalein Tabs (any strength).

Oxazepam 30mg Caps should be deleted as they are now prescribable.

Chemist & Druggist 10 August 1985

Well done Mr Rhodes!

I listen to the radio in the morning as a food for thought before the day's work. I hear "Thought for the day" and am filled with wonder, or despair or shame, or disbelief. We get the news. All bad as usual, and then I am ready, my normal optimistic self.

Just as I was shaving, imagine my surprise to hear announced "Bruce Rhodes, assistant secretary to the Pharmaceutical Society..." in discussion with a representative of *Which?* magazine over a bad report on the services actually available from our pharmacies. It seems pharmacies didn't do as well as the advertisements led people to expect. I listened in silence.

I felt the criticisms had some validity. It would have been pathetic to have tried to deny that sometimes our service is not as good as we would like; but I cannot find praise enough for the way Bruce Rhodes responded to what was said. He brought balance to the debate, showed the real value of the bulk of the services we were shown to have given, and in admitting shortfalls, gained genuine credibility as a fair spokesman representing an honourable profession. We must, on this occasion, say "Thank you, and well done."

Straight up

Isn't it nice to be put straight, back on the narrow, etc! I hope you all turned last week to the correspondence columns and read the most interesting selection of informative letters. The first, of course, from Mr Alan Nathan, chairman PAC, in which he put me right...

Without going too deeply into the individual paragraphs, let me say that recruiting 600 members since June 11 does not give him the right to claim to represent all contractors — just those 600. It would be surprising if the recruitment did not rise further. There are others who have a direct interest in maintaining the *status quo*.

From dismal first-hand experience, I know perfectly well what the graduate pharmacist dispensing around 1,000 items a month does all day — my pharmacy was once hard hit by leapfrogging. Of course he tries to boost his business by offering personal advice services, etc. But any work study will show that he is underemployed so far as NHS work is concerned. And, like it or not, this government is limiting its concern to NHS

work.

To suggest the "right" to demand a contract is "enshrined" in the wording of the 1977 NHS Act is childish logic in the face of government power.

There seems to me, implicit in the arguments of PAC, a belief that anyone doing less than 1,300 scripts a month has automatically to go out of business. This just isn't true. What it means is that all contractors will be paid a 90p dispensing fee for every script they dispense, up to that number, and then a lesser fee, some 60p thereafter.

Those doing considerably less than that number will still be paid for what they actually do, and in many cases will undoubtedly continue to do it, since NHS work is by no means their sole source of income. I won't join PAC, as suggested, because I think it is arguing on an unreal premise. Surrendering the contract, in any case, need not necessarily mean closing the pharmacy. If my reading is correct the compensation is being offered for the surrender of the contract...

Bubb-ling over

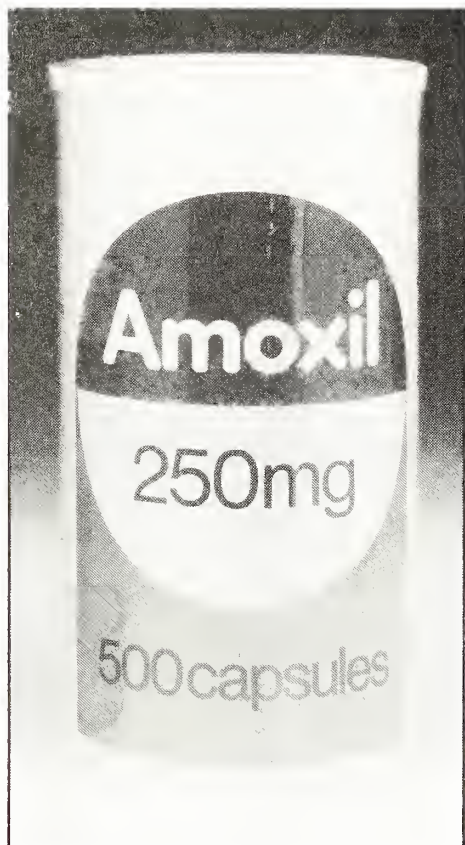
Delicious letter last week from Stanley Bubb, (p210) describing his heroic battle to attend the NPA annual meeting at St Albans, where, alone, he raised points...with cogency.

Without changing my position on accepting the need for some rationalisation over the distribution of contracts and the need for contract positions to have sufficient volume of work to be justified, I too regret the passing of the BPA. To innocents like me and Mr Bubb, it *did* represent official recognition of the unpaid professional input given by many modest pharmacists to their communities. I nearly said flocks, but remembering ministers' stipends, thought better of it. In reality it was instituted to discourage leapfroggers, and has signally failed to do so.

Resignation

I nearly missed the second lot of advice to the PSNC negotiators from Mr Alan Nathan: "Resign!" That's right, with five to six years of hard experience, pragmatic realists by now, they're no good to us, he suggests. Let's start again, with new fresh green cabbages, straight from the fields, to show us how things ought to be done.

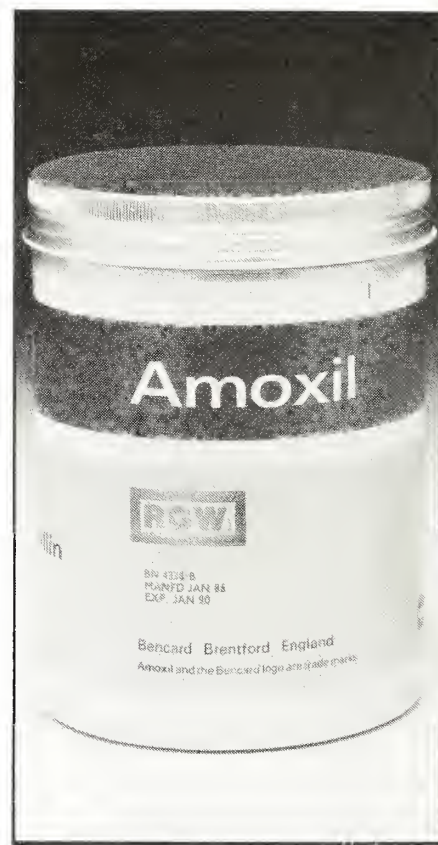
I cannot actually commend this view to you. But, in a democracy, we must listen to this profound suggestion with the courtesy it deserves.



Licensed UK pack (PL0038/0103)
Magenta and gold printed label
on white plastic container, labelled in
accordance with UK regulations.

BENCARD STATEMENT

AMOXIL 250mg CAPSULES



Unlicensed non-UK pack. Metal
canister with maroon, grey and
white label.

Unlicensed packs as described above, overprinted "RGW" in red and without regulatory information, are being offered for sale other than by Bencard or its usual wholesalers. These packs were exported by the Company to non-EEC countries for exclusive consumption in those countries.

We are advised that importation into the UK of such material infringes Beecham's industrial property rights and legal action has been taken against HWP Toiletries Ltd., of Saxmundham, Suffolk and M&A Pharmachem Ltd., of West Houghton, Lancashire. Written undertakings have now been received from both that they will:

- Immediately cease to deal with "RGW" overprinted Amoxil packs.
- Deliver up supplies of such canisters.
- Disclose the names and addresses of their suppliers.
- Disclose the names and addresses of their customers.

Undertakings have been obtained from other parties without recourse to legal proceedings. Bencard is accumulating evidence relating to additional concerns, both retail and wholesale, and reserves the right to sue for injunctions/damages.

Without prejudice to the Company's legal obligations, individual retail pharmacists are advised to return to Bencard, within seven days of the publication of this statement, any stocks of "RGW" overprinted material and to furnish details to the Company of any purchases or sales of this material. Following receipt of such material and information, proceedings for damages will not be taken against these retail pharmacists.

**Bencard, Great West Road,
Brentford, Middlesex TW8 9BD**

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Management of acne: are we making progress?

An examination of the literature on acne reveals two interesting observations: treatment of acne is still highly unsatisfactory, and research on the condition is very active. The impetus for research probably arises from the inadequacy of current treatments and the size of the market for effective remedies. A number of surveys have shown that the majority of teenagers suffer from acne at one time or another. But are we making progress in the management of acne?

Diagnosing acne presents little difficulty. The high incidence of the condition makes previous case comparison easy. It is essentially a condition affecting the adolescent and the young adult. Its presence in children and its first appearance in older adults necessitates more expert examination to exclude more serious underlying conditions.

Typically acne first appears at puberty and persists into the early twenties. The face and upper trunk are affected. Initially comedones are observed but these may progress to papules, pustules and cysts. Acne may be misdiagnosed for rosacea, but the persistent erythema of the latter and its usual first appearance in middle age make misdiagnoses less likely.

Pathogenesis

The pathogenesis of acne is still highly controversial. Most of the theories put forward are based on circumstantial rather than on direct evidence. The coincidence of acne with the pubertal surge in the secretion of the sex hormones suggests that these steroids must somehow be involved.

It is known that the androgenic hormones, of which testosterone is the predominant one, stimulate sebaceous gland secretion while oestrogenic hormones inhibit it. Yet there is no direct correlation between blood hormonal level and the severity of acne. Individuals with lower testosterone, or testosterone to oestrogen levels, often develop acne while those with higher levels sometimes do not.

While there is some association between acne and greasy skin, not all individuals with greasy skins develop acne. Clearly then, although the importance of the sex steroids and sebum in acne cannot be denied, their exact roles are yet to be unravelled.

The limited effectiveness of antimicrobial therapy in controlling acne suggests that micro-organisms must also play some part in its pathogenesis. Yet, here again, defining the exact nature of their participation has proved difficult. No

consistent qualitative difference in the microbial flora of the skin in acne and non-acne individuals can be discerned. The organisms most often linked with acne, *Propionibacterium acnes*, *Staphylococcus epidermidis* and *Pityrosporum ovale*, are both found in acne and acne-free individuals, and there does not appear to be any quantitative differences in microbial density in the two groups either.

Harvesting micro-organisms from the pilosebaceous ducts is difficult and it has been suggested this is where differences in microbial density are to be found. It is claimed that growth of the micro-organisms within these ducts produces irritant substances which then initiate hyperkeratinisation and inflammation.

Therapeutic approaches

Reducing sebum secretion: The effect of the sex steroids on sebum secretion suggests that administration of androgenic hormone inhibitors, or of oestrogens, should help improve acne. However, because of the wide-ranging effects of these steroids, this approach is generally not ideal and is not justifiable except in patients with severe acne or with acne which does not respond to more conventional and safer therapy.

Significant progress has, however, been made with the use of this approach. First introduced using the single oestrogenic steroid, the method was subsequently refined using high-dose contraceptive steroid pills. The use of an oestrogen (ethinyloestradiol) and androgen-receptor blocker (cyproterone acetate) combination (Diane) has shown good results but safety aspects restrict its wider use. Such products are, of course, unlikely ever to be available without prescription.

Topical anti-androgens have clear advantages over systemic equivalents but have so far performed disappointingly, probably as a result of poor delivery to the sebaceous glands.

Antimicrobial therapy: The most consistently successful and safe approach to

Acne remedies containing benzoyl peroxide

Product	Conc of benzoyl peroxide	Other constituents
Acetoxyl gel	2.5 and 5%	
Acnegel	5%	
Acnidazil	5%	miconazole nitrate 2%
Benoxyl lotion, cream (plain)	5 and 10%	
Debroxide gel	5 and 10%	
Oxy lotion	5 and 10%	
Panoxyl aquagel and gel	2.5, 5 and 10%	
Quinoderm cream	5%	potassium hydroxy quinoline 0.5%
Theraderm	5 and 10%	
Topex	5%	

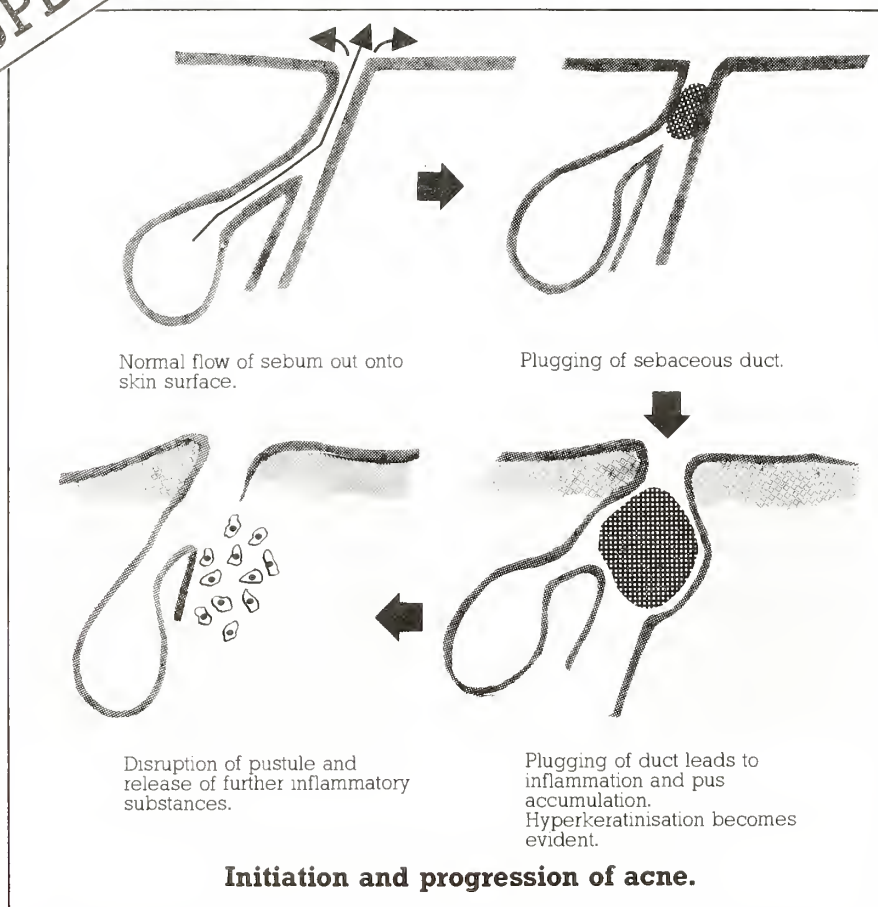
the control of acne seems to be oral anti-microbial therapy. The tetracyclines are the drugs of choice at the moment and there is little evidence of drug resistance.

On a non-prescription basis pharmacists have to content themselves with topical non-antibiotic/antimicrobial agents whose performance is less good. Chlorhexidine, phenol, resorcinol, cetrimide, povidone-iodine, triclosan, chlorbutol, phenoxetol, benzethonium chloride, potassium hydroxyquinoline and hexachlorophane are among the many antimicrobial agents used in non-prescription anti-acne formulations.

More recently the use of ethyl lactate (Tri-Ac), which is metabolised to lactic acid, has been proposed to lower the pH of the skin and of the pilosebaceous ducts, producing an environment less suitable for bacterial proliferation. One of the promising newer products is a combination product of miconazole and benzoyl peroxide (Acnidazil). Clinical trials show that the combination performs better than benzoyl peroxide on its own. However, problems with benzoyl peroxide (see below) will no doubt limit its use.

Generally there appears to be little difference in the effectiveness of the different antimicrobial agents. Patient responses to a particular product differ markedly and effectiveness usually decreases with prolonged use. Alternating products containing different antimicrobial agents is a rational approach. However in doing so, it is advisable to choose compounds from different classes. For example, if a patient fails to respond to a triclosan containing product, it is best to avoid other phenolic derivatives such as chlorocresol, chloroxylenol and hexachlorophane until more comparative data on their activities in acne become available. Cross-sensitivity of the skin to these phenols may also be present. At the concentrations present in anti-acne formulations, there is little hazard from systemic toxicity if the products are properly used.

Keratolytic therapy: Keratolytic therapy, particularly with benzoyl peroxide, is more effective than treatment with topical



antimicrobial agents. Benzoyl peroxide has some antimicrobial activity which may be helpful in controlling acne. Its presence in 10 anti-acne product ranges attests to its popularity. First introduced for the treatment of acne in the mid sixties, products containing benzoyl peroxide have been widely advertised as near miracle five-day improvement therapy in the last few years.

Even more recently, however, benzoyl peroxide has come under suspicion as a tumour promoter and its continued use as an anti-acne remedy has been questioned. How then should the pharmacist view this development? The two extreme views are: (a) to discard the claims made as irrelevant given that the evidence is obtained from animal studies and (b) to call for the immediate banning of all benzoyl peroxide-containing products.

Individual responses will vary, but whatever attitude is adopted pharmacists will feel the need to be prepared to advise patients appropriately. At the very least, pharmacists will need to be aware of all products containing benzoyl peroxide in order to avoid recommending such a product for patients worried by Press reports on the carcinogenicity of the oxidising agent. A list of benzoyl peroxide-containing products is given in the table.

Of the alternative non-prescription keratolytic agents, which include sulphur, resorcinol and salicylic acid, the latter is probably the most useful. All are, however, much less effective than benzoyl peroxide. **Other approaches:** Lipase inhibitors should theoretically be useful since intradermal administration of the fatty acid break-down

products of sebum induces inflammation. In practice, however, these lipase inhibitors have been disappointing, again probably because of poor delivery.

The newer retinoid (13-cis retinoic acid) has recently been used orally with dramatic results. All trans-retinoic acid, used topically, has of course been available for much longer. Its usefulness is marred by reports that it too may act as a tumour promoter in the presence of ultra-violet radiation.

One significant problem with the retinoids is their very marked teratogenic effects and effective contraceptive therapy must be given concomitantly with oral retinoid therapy because of the drugs' long half-lives. The danger associated with topical application is probably negligible but many will no doubt prefer to adopt a cautious approach.

Patient advice

In discussing non-prescription anti-acne medications, significant digressions have been made by discussing Prescription Only medications. This is because unlike many of the OTC areas, products available on prescription are often significantly different to non-prescription products. Product performance is also erratic and patients on prescribed medication are often tempted to experiment with non-prescription products at the same time. The pharmacist then needs to be particularly careful in ensuring that failure of prescribed medication is not the result of poor compliance or drug interactions. For example, it has been reported that many cases of tetracycline

failure in acne result from tetracycline-milk or antacid interactions and hence poor bioavailability.

Primary irritant dermatitis which presents with erythema and apparently excessive scaling, and induced by keratolytic agents is common at the onset of therapy and patients must be forewarned of this in order to prevent their premature discontinuation of effective therapy.

Other points which may be of use in advising patients include:—

(i) There is no good data to show an association between acne and specific foods. Experiments with chocolates, for example, have failed to demonstrate any connection. However, if patients are convinced that certain foods worsen their acne, health practitioners have little right to argue otherwise.

(ii) Acne may worsen in the premenstrual period.

(iii) There is no consensus of opinion on the value of sunlight in improving acne. In mild doses treatment using this approach is pleasurable (but with our Summer this year, overdosing is unlikely!). In moderation, the accompanying suntanning may provide useful camouflage of lesions. Overdosing in warmer climates carries with it the well documented risks of premature skin ageing and skin malignancies and should be discouraged.

(iv) Some drugs can induce acne. Quinine, lithium, formaldehyde and iodides are examples. The iodides have virtually disappeared from medicinal products. Phenytoin has for a long time been suspected as a possible acne-inducing agent but recent evidence indicates that it probably is not.

(v) Benzoyl peroxide and resorcinol may stain and bleach hair and clothing.

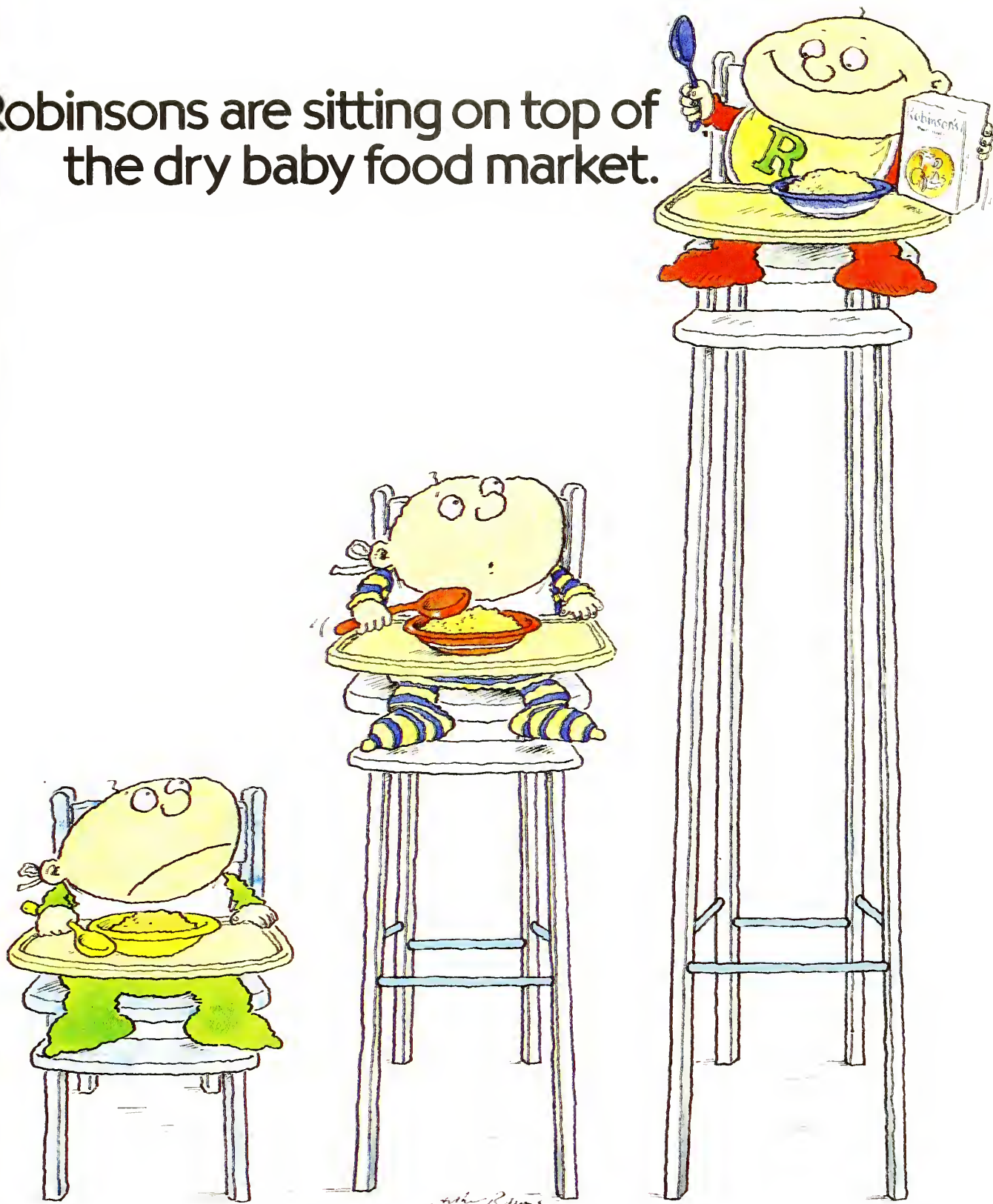
(vi) Use of resorcinol-containing products, particularly those with the higher drug concentrations (Dome-Acne, Eskamel and Phiso-Ac) should be avoided in those with thyroid dysfunction and when prolonged treatment is anticipated.

(vii) Acne presenting with cysts and other deep-seated lesions should be treated with systemic therapy in order to minimise scar formation. Patients presenting with these features should therefore be referred to their GP.

Conclusion

Progress is being made in the management of acne. However, all of the effective treatments available are far from being ideal. New experimental findings have cast doubt on the long-term safety of some well-established remedies, and the pharmacist will need to keep up with the literature to ensure that patients receive the most objective and well-informed advice available.

Robinsons are sitting on top of
the dry baby food market.



In the first three months of this year, more first-time mums bought Robinson's than any other dry baby food.* 34% of mums tried Robinson's, 28% our nearest rivals.

You could put this down to the recent improvements we made to our range. (The Tanga Orange Pudding obviously went down well.)

Or perhaps mums are more aware that, as well as being tasty, Robinson's Foods are very nutritious. Either way it's good news for us, and good news for you if you stock Robinson's.

No wonder our rivals are looking up to us.

Vicks Vapo-Lem goes national

Richardson-Vicks are launching their hot lemon remedy Vicks Vapo-Lem nationally, after a successful test market in the Yorkshire Area. And the Vicks range is being supported with a strong pharmacy promotion plan for 1985-86 with £1.5m national television advertising.

The introduction of Vapo-Lem into the £11m hot lemon market marks a further



expansion of the Vicks cough and cold product range, which the company says is now the most comprehensive range under one brand name.

Vapo-Lem (5 sachets, £0.75) contains paracetamol 500mg, guaiphenesin

100mg, phenylephrine hydrochloride 10mg, and ascorbic acid 50mg, together with microencapsulated Vicks aromatics, all in a base containing lemon.

Special promotion packs will be available to support the launch and one million cough/cold advice booklets are being issued by Vicks in conjunction with *Woman's Realm* magazine.

The booklet, which is a guide to dealing with cold and flu viruses, to be available in display pouches for pharmacies, will be distributed free with *Woman's Realm* on October 19. The magazine will also include a coupon for a free two-sachet trial size pack of Vapo-Lem.

The £1.5m advertising spend includes the first national television campaign for Vicks Vaporub for a number of years. Both Sinex nasal spray and Vaporub will receive two bursts of advertising pre- and post-Christmas. The first starts at the beginning of November.

Promotional material for the expanded range includes pre-packed counter display units for Coldcare, Vapo-Lem and Sinex. Additional counter units for the whole range and for Sinex are available from Richardson-Vicks representatives.

Finally, Vicks are stepping up their activity in the £40m medicated confectionery market. A new liquorice flavour of Vicks Lozenges is already proving popular, says the company, who will be supporting it this season with an extensive range of promotional packs and display material. *Richardson-Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW.*

Dendron now wizards of Oz

Dendron have taken over the distribution of the Oz cleaner and descaler range from Ethico.

Dendron say they aim to double the brand's annual turnover of £½m in the coming year by "progressive marketing and promotion." They are also looking to extend chemist distribution. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

Carters' choice

Carters Tested Seeds have introduced 28 new varieties in a range of seeds called special choice.

Full colour pictorial packs with the special choice logo complement the existing ranges and fit into Carter's modular display systems. There are 60

varieties in all ranging from £0.48 to £0.89.

Additions include four flower and three vegetable varieties. Carters plan advertising on national television and in the gardening Press for 1986. *Carters Tested Seeds, Upper Doe Mills, Llangollen, Clwyd LL20 8SD.*

ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	Central
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV am	TT Tyne Tees

Actifed:	All areas except U
Baby Wet Ones:	All areas, ITV only
Calgon:	A, TVS, TTV
Canderel:	U, STV, BTV, HTV, TSW, TTV, TT, Bt
Cream Silk:	All areas
Cymalon:	All areas
Duracell:	All areas except TTV, TVS, TSW, STV
Empathy shampoo:	All areas
Gillette Right Guard:	All areas
Jaap's health salts:	BTV, TT, C4, (TT, BTV)

A Sterling push for Wet Ones

Sterling Health are investing in a second burst of national television for Wet Ones moist baby wipes. The campaign which started this week will run for over 3 months and is the longest continuous television presence ever for the brand.

The campaign will feature the 30 second and 10 second commercials run earlier this year. They highlight that no baby wipe is more effective at helping mums prevent nappy rash, says the company who claim a 40 per cent brand share for Wet Ones in a market worth over £12m. *Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

Rubinstein's Intense look

Helena Rubinstein's mascara Intense is described by the company as "a slim wand mascara in a collection of stunning colours." The product retails at £7.95 and is available in electric blue, violet flash, emerald green and purple shock shades. *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey KT8 0RB.*

Honey business

Heath & Heather are introducing three Christmas coffrets: honey gift pack (£1.20) containing three miniature honey pots, tea and honey pack (£1.75) combining exotic tea blends with a pot of golden acacia, and tea caddy and honey pot pack (£4.99). *Heath & Heather Ltd, division of Associated Health Foods, Station Approach, West Byfleet, Surrey.*

Kodak films:	All areas
Kodak Monitoring Service:	All areas
Linco Beer shampoo:	All areas
Listerine:	LWT, TTV, C4, (LWT, TTV)
Mennen Speedstick:	All areas
Odor Eaters:	GTV, STV, BTV, HTV, TVS, LWT, TT, C4
Optrex:	All areas
Pearl Drops tooth polish:	Y, C4, Bt (Y, ITV, C4)
Poly Foam:	All areas
Pond's dry skincare:	STV, G, C, A, TTV, TVS
Signal toothpaste:	C, TTV
Simple skin care:	GTV, U, STV, G, Y, HTV, CTV, TSW, TT, Bt
Special R:	STV, C, TTV, TVS
Sunsilk styling mousse:	All areas
Tramil 500:	All areas
Veganin:	Y only
Vaseline petroleum jelly:	Bt

This man has more success with the ladies than James Bond.

Meet the service engineer from the amazingly successful Calgon commercial.

It's made 78% of the housewives in televised areas aware of Calgon's unique proposition — that's one of the best five scores ever achieved.

In fact, it's made Calgon such a success we're increasing the year's TV and radio spend to a stunning £3 million in hard-water areas.

Massive sales are already proving the campaign's effectiveness. Independent sales audits show Calgon to be one of the most successful product launches of recent years.

With its fast rate of sale, you're making the profits while we keep the pressure on.

Profit from the pressure. Stock Calgon and cash in on the money-spinner of the year!

Sole UK distributors:
Food Brokers Ltd., Milburn,
Copsem Lane, Esher, Surrey.
Tel: Esher 66891.



Fresh start for Dettol foam

New graphics, increased prominence for the brand name, an up-dated pack and a new cologne variant make up the re-launch of Dettol Deep Fresh foam bath.

The foam bath remains a dark green while the new variant is a rich blue. Both bottles are taller and slimmer and come in



250ml (£0.89) and 400ml (£1.26) sizes.
To support the re-launch, all four packs

carry a £1 cash offer in return for a single proof of purchase and an "order of merit" placing of four product benefits.

Assistant product manager, Martin Robinson says that the re-launch is a case of building on success: "Deep Fresh is the fastest growing brand in the liquid foam bath market, worth £36m in 1984." *Reckitt & Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull HU8 7DS.*

Rentokil powder add an ant

Rentokil Consumer Products have repackaged their wasp nest killer (110g, £1.49) and renamed their insect powder as ant and insect powder (110g, £1.09).

The two packs are now in full colour, using the green chevron design and illustrating wasps, ants and other garden pests in bold graphics. *Rentokil Ltd, products division, Felcourt, East Grinstead, West Sussex RH19 2JY.*

Lancôme bring new blushes

Lancôme are launching blush éclat (£10.50), a powder cream blusher in a burgundy and gold compact with mirror and brush. It is available in rose vedette and rose des sables, and four more shades will be added in October.

The blusher is part of the make-up range for Autumn and Winter which features colours such as shimmering purple and blue-green. Two ranges are available — Winter pastels and intense night shades.

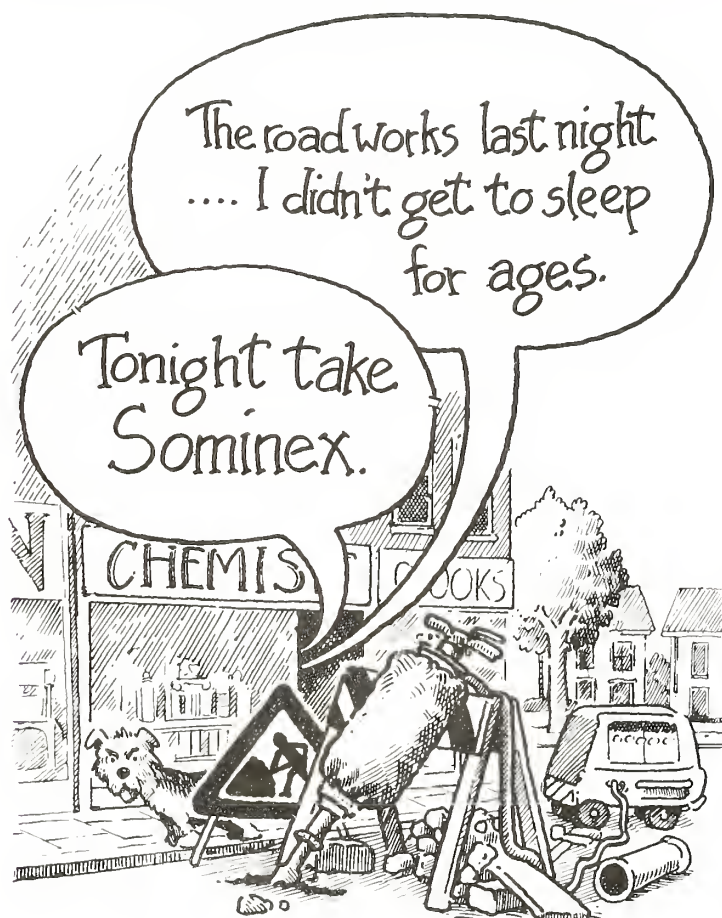
The company has also introduced Trans Hydrix hydrating cream (50ml, £12.50) for all skin types, containing UVA and UVB filters. *Lancôme (England) Ltd, 14 Grosvenor Street, London W1X 0AD.*

LRC go mobile

LRC are offering consumers a free hanging mobile for the baby's room as part of their support for Woodward's gripe water. Available through chemists only, the promotion started this month.

The brand is also being supported by a year long video advertising campaign on Audiovision. A commercial is incorporated into educational films on baby care which are shown in antenatal clinics and maternity hospitals throughout Britain. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Chemist & Druggist 10 August 1985



CounterPrescribe

SOMINEX

tonight's answer to temporary sleep problems.

PRESCRIBING INFORMATION Presentation: Blister pack of 8 tablets, each containing 20 mg Promethazine Hydrochloride Ph Eur. **Indications:** Temporary sleeplessness. **Dosage and Administration:** Adults: one tablet at bedtime or up to one hour after going to bed. Children 0-16 years: not recommended. **Contra-indications, Warnings etc.** There are no specific contra indications but use in pregnancy should be avoided. **Precautions:** The product is a sedative for bedtime use only. Patients should not drive or operate machinery. Alcohol and other CNS depressant drugs should be avoided. **Side-effects:** A few patients may be particularly sensitive to the effects of Sominex, early morning drowsiness may be experienced, as may dry mouth, blurred vision, difficulty with laryngism and constipation.

Product licence number 0079/021



For further information write to Beecham Proprietary, Great West Road, Brentford, Middlesex

How to grow your own vines.



How to enjoy a bumper harvest while they're growing.

Simple buy a pack or two of House Reserve, the new home wine from Unican. It contains the essential ingredients for making a good, honest and highly drinkable 'home wine' of your own.

No growing, pruning, picking or experience necessary. Just select your variety - full bodied red, medium dry white, sweet white or rose - and follow the easy, step-by-step instructions.

In as little as three weeks, you could be drinking and drinking a bumper harvest. Over 1-gallon packs make 6 bottles, and 5-gallon packs make 30 bottles.

As you savour your new wine, you may well decide to brew about growing vines.

Cultivating a taste for House Reserve is so much more immediately rewarding.



Homemade wines and beers for the educated palate.

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Pick your own Elderflowers next spring and make a delicious wine.



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Pick Unican and make it now.

Forget about rummaging in hedgerows or braving the brambles, barbed wire and bulls.

Simply pick a pack of Unican Country Reserve Elderflower from the shelves of your homebrew supplier.

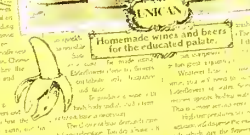
It contains all the essential ingredients.

Follow the step-by-step instructions and you could be savouring its bottles of your own authentic Elderflower wine in a matter of weeks, rather than months.

No bladders, no fuss and no experience necessary.

Once you've developed a taste for our Elderflower, you will soon be tempted to try our Elderberry, Blackberry and Peach wines.

Fortunately for you, these Country Reserve fruits also stay in season all year round.



Homemade wines and beers for the educated palate.

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THE SUNDAY TIMES magazine

How to make a Vermouth to offer your friends.



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How to make one they'll drink.

There's really no need to go gathering exotic herbs or tracking down ancient recipes.

Just buy a pack of new Special Reserve Sweet White or Rose Vermouth.

Unican have done all the hard work for you.

Follow our step-by-step instructions and only weeks later you could be enjoying six bottles of your own delicious Vermouth. With Special Reserve home wines, good results come easily.

Then you can entertain your friends to a sophisticated rose or bianco without breaking the bank.



Homemade wines and beers for the educated palate.

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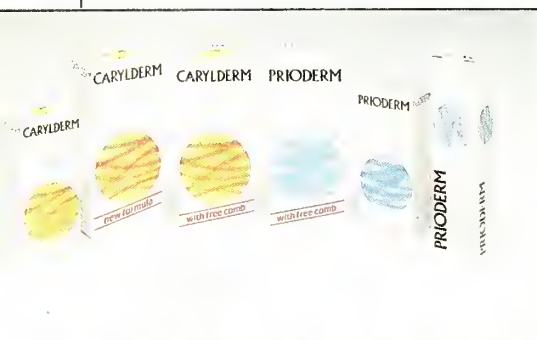
Unican

How to supplement your profits.

There's a lot of money in the Sunday supplements. Unican stockists. Radio and TV. These are the high-profile magazines we've chosen for our high-impact, full-colour national advertising campaign. (When the first name in homebrew wines and beers reaches two new ranges, extends two best-selling ranges

and updates yet another, it has to be national news.) As a result, we can confidently predict a sharp rise in profits for Unican stockists all over Britain. Our campaign breaks this month. So please make sure your shelves are fully stocked. Or you may never want to look at a Sunday supplement again.





Napp change with the times

Napp Laboratories are relaunching their Prioderm and Caryl Derm ranges to make them more "consumer orientated."

The company decided to take this step because of recent changes in attitude of

many health authorities who now believe that checking children's hair for head lice should be the parent's responsibility rather than the school nurse's and that treatments should be bought at pharmacies.

The ranges have been repackaged with a less clinical appearance. Caryl Derm gel shampoo has been replaced by a liquid shampoo, and treatment kits have been introduced containing enough for a whole family. The instructions given for the lotions explain that they are effective if left on for two hours but may be left on for 12 hours if a residual insecticidal effect is required. *Napp Laboratories, Cambridge Science Park, Milton Road, Cambridge CB4 4BH.*

Vinestones from Maybelline

Maybelline have called their Autumn collection of shades Vinestones and have grouped them in two combinations — ruby grapes and amber wines.

The new shades include rosetone for lips and nails, opal frost for cheeks and pewter and rose quartz for eyes in the ruby grapes grouping; and winestone for lips and nails, amber frost for cheeks and bronze and waterpearl for eyes in the amber wines selection. *Rimmel International Ltd, 17 Cavendish Square, London W1M 0HE.*

Rimmel's Riches

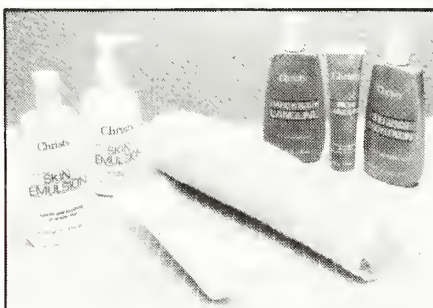
Riches is the name of the new collection of colours for eyes, cheeks, lips and nails from Rimmel. The range introduces blush on powder blusher (£1.49) — a single palette with brush, available in damask silk. Other colours in the collection include rose brocade, coral silk and copper sparkler. *Rimmel International Ltd, 17 Cavendish Square, London W1.*

Panda in Press

Panda UK's All Natural liquorice is being backed by a national Press campaign.

Advertisements based on the theme "to the Ancient Egyptians it was as good as gold" will appear in daily papers and health magazines from September and run for two months.

The All Natural box size has now been reduced to a 100g size. *Scandinavian Supplies (London) Ltd, Scandinavia House, 171-177 Ilderton Road, London SE16 3LB.*



From September until the end of March 1986 Thomas Christy are offering a loofah for 60p (rrp £2.15) with any item in their bodycare range which are all tagged with the offer leaflet. The loofah is packed flat and the 60p includes postage and packing. *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP*

Acuband get to the point

A wrist band designed to prevent travel and other motion sickness is available from Acuband.

The wrist band retails at £5.95 a pair and comes in five colours — almond, ecru, navy, red and white. It works, says the company, by applying pressure on an acupuncture point. *Acuband Ltd, suite 1B Market Centre, Western International Market, Hayes Road, Southall, Middlesex UB2 5XJ.*

New d'Avèze

Jean d'Avèze's new cosmetic look for Autumn and Winter is called Traviata.

Lip, nail, cheek and eye products feature shades such as burgundy and silver for evening wear and greens and browns for day wear. *Pascall Ltd, Warton House, 150 High Street, London E15 2ND.*

Pretty Polly's Autumn look

Pretty Polly are introducing three shades to their luxury sheer colour tights and stockings for Autumn — cobalt blue, poppy and warm heather.

Textured tights for Autumn include sheer chevron (£0.99), a herringbone pattern, diamond lace (£0.99), a cobweb design, and sheer whirls (£2.25), with a spiralling effect. *Pharmagen Ltd, Church Road, Perry Barr, Birmingham B42 2LD.*

Beaute present Xmas range . . .

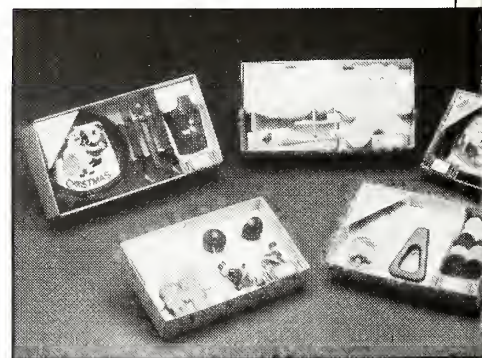
Beaute are presenting five Christmas coffrets featuring the Noir fragrance.

The gift boxes are black with hinged lids showing the Noir logo in white with blocked silver and white trim. The sets offer combinations of the after shave, special cologne, anti-perspirant, talc, bath and shower gel and soap in a dish, and range from £6.95 to £17.60. *Beaute Ltd, 202 Terminus Road, Eastbourne, East Sussex BN21 3DF.*

. . . as do Jackel

Jackel are including five boxed gift sets and four bibs in their Christmas package for the Tommee Tippee baby care range.

The sets comprise two boxes of feeding products (£3.49 and £4.99), two toy sets and a grooming set (£2.99 to £3.99). All are supplied in pastel blue boxes with



clear lids, featuring the range logo and a Christmas tag.

The four bibs feature four different Christmas designs on white backgrounds with festive greetings and range from £0.75 to £1.49. *Jackel International Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.*

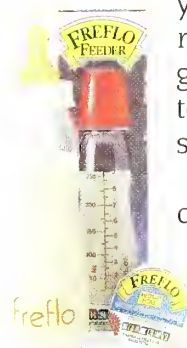


IT'S WORTH CELEBRATING OUR BIRTHDAY
WITH A FEW BOTTLES.



With the aid of a few bottles you can make our centenary a very memorable occasion indeed.

You see, 1985 is shaping up to be a vintage year for Nursery feeders and teats. But then when you consider the reputation we've got, they're bound to be a sparkling success.

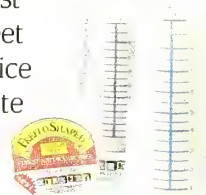


To start with, you can take it as read that our standard Freflo feeder will perform as well as ever.

Then there's our newest arrival, the Freflo Shaped feeder. It boasts a unique Freflo Shaped teat that closely resembles the shape of a mother's nipple during feeding.



And because babies don't just drink milk, meet the Nursery Juice feeder Complete with its revolutionary juice teat and interchangeable juice trainer, it's already a firm favourite too.



With a range this good, it's worth investing in a few cases for 1985.

And while you're at it, why not put by a bottle of the bubbly stuff. A little something to celebrate your extra profits.



NURSERY

A RANGE OF PRODUCTS BY GRIPTIGHT

The Nursery range of products includes teats, nipple shields, feeders, soothers, breast pumps, disposables and baby wipes. Further details of all our products can be obtained from Customer Services, Lewis Woolf Griptight Limited, Oakfield Road, Selly Oak, Birmingham B29 7EE. Tel. 021-472 4211



Canderel in a new light

Searle Consumer Products have redesigned the packaging for Canderel tablets and sachets.

Canderel's new range identity has dark brown and gold horizontal stripes, fading into a white background. Both the blister packs of tablets (100s and 300s) and the box of sachets carry the new livery.

Laurie Callow, product manager for Canderel says: "Since we introduced our latest advertising campaign, Canderel's share of the chemist market has increased from 20 per cent to 25 per cent." *Searle Pharmaceuticals, Whetton Road, Morpeth, Northumberland:*

Ever Ready go for Gold

Packs of Gold Seal alkaline long life batteries from Ever Ready will carry a "Go for Gold" promotion from September 2.

Blister packs of LR20, LR14, LR6 (BC4) and 6LF22 Gold Seal batteries will be flashed with the offer. On purchasing a pack the consumer has two choices: either to redeem the coupon directly with a participating stockist to claim 20p off the next purchase of Gold Seal batteries, or to collect five of the 20p coupons and send them off to collect £2.

A new range of display units for Gold Seal is now available — free standing floor units and counter units can be obtained from Ever Ready van salesmen. *Ever Ready Ltd, 1255 High Road, Whetstone, London N20 0EJ.*

Puss-in-Boots

Spice ribbons and Puss in Boots are two fragrance products from Kitty Little.

Spice ribbons, which comprise three scented sachets hanging from coloured ribbons, retail at £1.99 and come in four different fragrances. Each ribbon comes with a bottle of fragrant oil and is coloured to match its fragrance (pink, blue, gold and lilac). Individual ribbon sachets retail

at £0.99.

Puss in Boots is a pair of boot trees designed as a cat, which, says the company, "not only helps retain the boot's natural shape, but also adds a delicate natural fragrance". Puss in Boots retail at £4.99.

POS material including showcards for the boot trees is available, as are free natural pine display units. *Kitty Little Ltd, Units 5 and 6 Llewellyn Roberts Way, Market Drayton, Shropshire TF9 1QS.*

Cussons make Imperial offer

Cussons have launched an Autumn promotion for Imperial Leather soap and toiletries, giving away free soap travel cases in return for proofs of purchase. The on-pack offer runs from September to Christmas.

The case which is in the same shape as the soap, can be obtained by mail in exchange for a tape from the soap banded packs and two proofs of purchase from any of the toiletries range — Dry deodorant, talc, shower gel or bath foam. The promotion echoes Imperial Leather's long-established travel image says *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

What's brewing?

Brewmaker have published a 36-page booklet called "Wine and beer making at home."

The author is Derek Smith, a member of the Brewmaker marketing department, who shows how home made wine and beer can be used to enhance cooking. A selection of recipes prepared by home economist Rosemary Moon is included, such as wine baked herrings, and stout fruit cake. The book retails at £0.99.

Brewmaker plc, First Avenue, Millbrook, Southampton SO1 0LG.

Klorane put on trial

Eylure have a money-back offer running on selected Klorane shampoos. Trial size shampoos, 30ml, are banded to regular sizes of camomile, oat milk and natural henna shampoos, and consumers who are not satisfied with results from the trial bottle can return the unopened regular size and receive a full refund plus postage. *Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.*

Sporty look from Scholl

Scholl have repackaged their Sports Aid products and are presenting them in new floor stands with an on-pack competition.

Illustrations of people taking part in different sports replace diagrams, and the background colour stays bright red. The new look, says the company, "helps identify products with various sports — for



example a footballer is seen wearing a knee support and a tennis player a wrist support."

The floor stands are 10in wide and 60in tall. One holds knee, ankle, wrist and elbow supports with a leaflet dispenser and the other contains the insoles, athletic supports, heat sprays and embrocation cream.

The on-pack competition offers 50 Seiko Pulsemeter watches and runner-up prizes of sports bags. Contenders must send one proof of purchase and identify five sporting activities from given clues. Entries must be sent in before January 31. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Givenchy make a stand

Parfums Givenchy have introduced new tester stands for their men's and women's fragrances.

The men's grey and silver stand holds Monsieur de Givenchy and Givenchy Gentleman eau de toilette sprays, while ladies fragrances — Givenchy III eau de toilette, Eau de Givenchy atomiser and L'Interdit eau de parfum — are housed in a grey and gold unit.

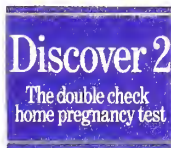
Both stands carry the Givenchy trade name and 4G logo and both contain fragrance information printed on the reverse. *Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey KT12 4RG.*

THE TEST THAT GIVES THE MOST POSITIVE REACTION.

Discover 2 is the clear
and leader among home
pregnancy tests, with a market
share that amounts to around
60 per cent.

The reason more women
prefer Discover 2 is simple.

It has an established
reputation that they have
learned to trust over time.



For earlier testing
with greater accuracy

Results in 1 hour

This trust is based on the
fact that it is reliable. It's a double
test. It's easy to use. And it gives
a clear and accurate result in
under one hour.

So when your customers
ask for a pregnancy test, be sure
you recommend Discover 2.

Their reaction is bound
to be positive.

Discover 2

Carter-Wallace, Wear Bay Road, Folkestone, Kent. Tel: (0303) 57661.

VO5 gel to complete range

Alberto-Culver are launching VO5 styling gel in two "gravity defying" variants and repositioning VO5 hairspray to capitalise on the boom in styling products, the fastest growing haircare sector. Together with

convenient packaging format," says Kevin Price, product manager.

VO5 crystal clear hairspray has been formulated for use during styling as well as for dry hair. It is available in three variants — normal, extra and super hold (175ml, SSP £0.89).

"The range concept is crucial," says product group manager Phil Smith. "The young consumer is already familiar with the whole gamut of styling products, and the less confident want to know how hairsprays, mousses and gels can be used to achieve the look they want."

Packaging for the completed line-up has been designed to complement VO5 styling mousse. The packs are colour-coded to denote strength of hold, with burgundy for normal, blue for extra hold, and grey for superhold and wet look.

The range is being backed by £2m in national television and young women's Press — a £1.6m mousse campaign is running and a £0.4m spend on hairspray and gel has yet to be finalised. A further £2m is being put behind the total VO5.

In addition, the styling concept is being put across at point of sale with merchandising units and through a 16-page "Style with confidence" consumer booklet. The booklet will also be distributed free in the September issue of *Hair Flair*, say Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.

styling mousse, the gel and hairspray will form the VO5 styling range, which the company is supporting with a £2m spend.

The new styling gels (100ml, SSP £1.29), in superhold and wet look, use pump dispenser packaging — a first for haircare, says the company. "Since styling gels provide the most modern styling around we wanted the most modern and

The crunch!

Whole Earth are launching almond crunch cereal (12oz, £0.89) with no sugar or salt added. The company says the Whole Earth bread is now available in the north-west from G&L Products, Broughton Street, Cheatham Hill, Manchester M88 8RF. Goswell Bakeries continue to supply the South from Caxon Street North, London E16. Whole Earth Ltd, Unit 29, Aceworks, Cumberland Avenue, London NW10.

Hard water — harder push

Food Brokers are increasing their advertising spend for Calgon from an initial £2.2m to £3m after a television and radio campaign which the company calls "superbly successful," making "78 per cent of housewives in the televised areas" aware of the product. The advertisements appear on London, Anglia and Southern region channels — the hard water areas — both on television and commercial radio

from September through to December. "People don't tend to know that they have a problem with hard water in their washing machines" says the company, "and we aim to make them aware of it." Food Brokers Ltd, Milburn, Copsem Lane, Esher, Surrey KT10 9EP.

Highland fling

Highland colours are the theme for Shulton's Sans Soucis Autumn shades this year, reflecting the "country life style."

Colours include indian corn for eyes and tone brown for lips and nails. Eyeshadow retails at £4.95, lipstick and nail polish at £3.25. Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.

Yeast move

Newtons Laboratories have taken over the sales operation for Phillips yeast tablets so that Phillips can concentrate on their pet care range. Phillips will still be handling distribution but all orders should be sent to Newtons Laboratories, 111 Wandsworth High Street, London SW18 4JB.

ICML offers for two months

Throughout this month retailers buying £146.95 of Flash from Independent Chemists Marketing Ltd will qualify for a free wok, worth £13.50.

The consumer is offered a free Nusoft cot sheet (£1.10) in each pack of all-in-one toddler 60s nappies. Money off promotions are available on: baby wipes, feeders, cold cream nursery wool (250gm), teats 3s, pleats (170gm), snap-on pants, economy coloured puffs, concentrated orange juice, nursery wool (100gm), personal products regular 20s, puffs economy white, pleats (50gm), glucose tablets, single teats, soothers, Sunpure fruit drinks, puffs standard white and coloured nursery wool (50gm), personal products regular 10s.

Retailer bonuses are available on all these products except Nusoft all-in-one toddler 60s and a 10 per cent bonus is offered on the following Nucross packed goods: Calamine lotion (100ml, 200ml), kaolin and morphine (200ml), Olive Oil (75ml), paracetamol 50s and sodium bicarbonate (200gm).

In September ICML are offering a Philips VHS three-hour video tape free with three cases of Nuhome all purpose cloths (5s) ordered and also for four assorted cases of Nusoft nappy liners. And cassette holder is free with every three cases of Sunpure Honey ordered.

The August wok offer will still be available, and any retailer ordering two member packs of Sunpure decaffeinated Coffee will be able to buy a Citizen quartz watch (£44) for £15.

Consumer savings during the month of September will feature on Nusoft terry nappies (½ doz), sterilising tablets (56s), baby oil (250ml), nappy clean (850g), Sunpure honey, baby bath (250ml), baby powder (100gm), baby lotion (250ml), baby shampoo (250ml), baby powder (250gm), baby creme (110gm), pull-on baby pants (3s), Nuhome washing-up liquid, antiseptic, fabric softener/conditioner, aluminium foil, pine disinfectant, Nucross glucose (1lb), Hanx mansize tissues, twin pack kitchen towels, cotton buds, bleach, floor/wall cleaner, cream cleanser, nail polish remover (100ml), Sunpure decaffeinated coffee, 150 tissues, all purpose cloths (5s) and twin pack toilet tissues. Consumers are also offered a free Nusoft cot sheet (£1.10) in each pack of all-in-one toddler (60s) nappies this month.

In addition to bonuses being available to retailers on most of these products there will be a 17½ per cent bonus on Nucross surgical dressings, a 10 per cent bonus on Nucross codeine linctus (100ml, 200ml), Gees linctus (200ml), liquid paraffin (200ml) pholcodine linctus (100ml), zinc and castor oil Cream (200gm) and a 7½ per cent bonus on Nucross tablet cartons. Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.

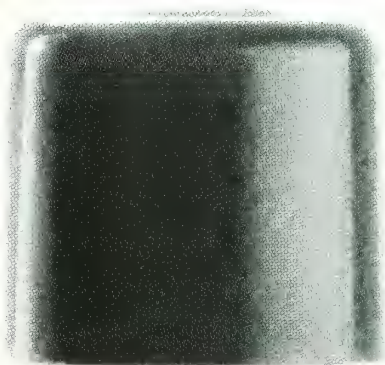
The secret is revealed.

Ulay Beauty Cleanser – the product with a real difference.

A product aimed at brand leadership in the ever growing toiletry cleanser market (+ 32% year on year 84/85 SDC).

That's not the only reason we've made it so special.

It's Ulay, so nothing but the best will do.



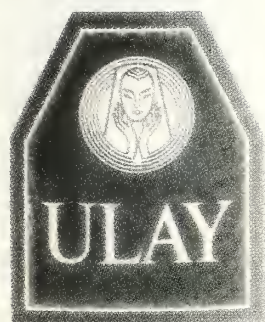
And we're really backing this winner.

– £1,000,000 on the television launch.

– £400,000 in women's press.

– Plus 5 million samples given away.

Now you know the secret, don't miss out on your share of the wealth it will generate.



BEAUTY
CLEANSER

ULAY BEAUTY CLEANSER.

Better bags from Coloplast

Coloplast are introducing an improved range of bag covers. In a choice of two colours — white and flesh-tinted — Coloplast say the bags are of an improved quality and hold their shape better, even after multiple washes.

They give a closer fit to the appliance and have been tested by the Colostomy Welfare Group, the Ileostomy Association, and the Urostomy Association. *Coloplast Ltd, Bridge House, Orchard Lane, Huntingdon, Cambs.*

Winpharm bring in 60

Winpharm are introducing a 60 tablet pack of Solpadeine (£2.95) to meet the needs of users unable to obtain the product on prescription. Normal margins are maintained, the company says. Some 1½ million prescriptions were written for the product in 1984 before it was blacklisted, say *Winpharm, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

Condom contender

There could be yet more competition in the contraceptives market as Patrick Moylett of Fredrick Trading Company plans to reach pharmacies nationwide with the Prophyltex Stimul-eve — a textured, shaped condom with teat.

The French-designed product, which is currently available in the London area, has a non-spermicidal lubricant. Mr

Moylett describes the product as "an up-market contraceptive". He says the product is long-established in France: "It's been there for 40 years before crossing the Channel."

Stimul-eve retails at £3 a dozen, and on-pack vouchers offer customers £0.25 off their next purchase. *Fredrick Trading Company, 2 Ladbroke Grove, London.*

SCRIPT SPECIALITIES

J&J improves Bioclusive

Johnson & Johnson have launched an improved Bioclusive transparent dressing.

The company claims it is easier to apply and compares favourably in terms of moisture vapour and waterproof qualities. A centre panel in the applicator makes for easy positioning.

A wide range of sizes is available and the 10.2 by 12.7cm size is on the Drug Tariff. *Johnson & Johnson (Patient Care Division), Brunel Way, Slough, Berks.*

BRIEFS

Frumil carton changes: Berk are altering the dimensions of the blister pack and carton of Frumil tablets when existing stocks are exhausted. Tablet size and labelling remain unchanged. *Berk Pharmaceuticals Ltd, St Leonards Road, Eastbourne, Sussex BN21 3YG.*

Doloxene pulvules: Blister packs of 100 capsules are being phased in (price unchanged). Existing 100 and 500 capsule packs will be deleted when stocks are exhausted, say *Eli Lilly & Co Ltd, Kingsclere Road, Basingstoke, Hants RG21 2XA.*

Farley fill

Farley Health Products' natural Complian and Glucodin dextrose powder feature a 10 per cent extra fill promotion during September and October. *Farley Health Products Ltd, Torr Lane, Plymouth.*

Lipidol Ultra Fluid: Boxes of five 10ml ampoules (£16.67½) are replacing the single ampoule pack. *May & Baker Ltd, Dagenham, Essex RM10 7XS.*

Pavacol D new pack size: A 150ml pack (£0.75 trade) will replace the 100ml pack as stocks are exhausted. The introduction is in response to a general demand, say *WB Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks RG12 4YS.*

Transiderm-Nitro packaging: Both Transiderm-Nitro "10" and "5" patches packs will be changing to the blue Ciba livery over the next few months. *Ciba Laboratories, Wimblesbury Road, Horsham, West Sussex RH12 4AB.*

Lasix + K tartrazine removed: The potassium chloride tablets in the Lasix + K combination pack no longer contain tartrazine and as a result, are slightly paler. All their products are now tartrazine-free, say *Hoechst UK Ltd, Pharmaceutical Division, Hoechst House, Salisbury Road, Hounslow, Middlesex TW4 6JH.*

Vitlipid and Addamel new pack sizes: Packs of 10 by 10ml ampoules of Vitlipid Adult (£15.50) and Addamel (£15.90, both prices trade), are being introduced, replacing the 5 by 10ml packs say *Kabivitrut Ltd, Kabivitrut House, Riverside Way, Uxbridge, Middx UB8 2YF.*

OZ RANGE FOLLOWS THE ROAD TO DENDRON

The DDD group of companies are pleased to announce their acquisition of the OZ range of cleaning and descaling products with effect from 1.8.85. The range consists of:

**OZ Bathroom Cleaner · OZ Shower Jet Cleaner
OZ Steam Iron Cleaner · OZ Kettle Descaler**

All the products will be available from Dendron Limited with immediate effect.

For further information contact Frank Sterling of Dendron Limited, 94 Rickmansworth Road, Watford, Herts WD1 7JJ. Telephone: 0923-29251. Telex: 935610.

The secret of your success.

Now! Three beauty products bearing the famous Ulay name.

Launching Ulay Beauty Cleanser means that the range of Ulay products will be worth £21,000,000 RSP in 1985/86. That's big.

It will expand the already successful Oil of Ulay beauty fluid market. And bring new, younger, big spending women into the Ulay franchise.

That means growth on all three products in our range.

So we're spending £5,000,000 on advertising all Ulay products throughout 1985/86.

All three products will make substantial television appearances throughout the year – Night of Ulay for the first time on national TV.

And that's not all. £1 million will be spent on women's press advertising, and £2 million on sampling. To keep stock moving. Fast.

So get stocked up with all three products. That way you'll profit from our secret of success.



Your First Choice

natural vitamins, supplements and minerals



Food Supplement Company

Britain's No.1 range of Vitamins, Minerals & Food Supplements - from Good Health Food Stores everywhere.

Back the trend to hold off competition

A significant trend in the dietary supplements market is the growing popularity of single vitamins, particularly vitamins B6, C and E. By offering a variety of different formulations, backed by expert advice, pharmacists can hold on to and expand an area in which grocers are becoming involved.



This advice comes from Nick Holmes, marketing and sales director, Booker Health Products Ltd, who says that grocers, especially multiple chains, are capitalising on the increasing interest in healthy eating. They have come to accept that wholemeal breads, brans and mueslis are natural extensions of products they already sell. And whereas few supermarkets sold vitamins in the past, one or two chains are now experimenting with a much wider variety.

This trend represents a long term threat to pharmacists, says Mr Holmes, but he believes that supermarkets will tend to stick to simple multivitamins because they will be unable to offer the specialist advice needed by buyers of single and high dose vitamins.

He suggests that other areas pharmacists might concentrate on to compete with grocers are low salt products and salt substitutes. And a selected range of carefully chosen items such as snack bars and cereals can be highly profitable. There are further opportunities in vegetarian meals; it is believed that 30 per cent of the population is cutting down on red meat and the number of vegetarians has reached about 3 million.

Booker calculate that vitamin supplements and health food products such as muesli and bran have increased eight-fold in the past 10 years and are now worth more than £200 million. Dietary supplements accounted for about £77m in 1984, with some 60 per cent of sales going through pharmacies, the rest mainly through the 1,500 or so specialist health food stores. Homoeopathic and herbal remedies accounted for a further £15m. Vitamins accounted for £60m of the dietary supplements sector, which is expected to reach about £85m this year. Single vitamins, the largest growth area, increased by over 17 per cent last year.

Booker point out that today's health food

consumers are no longer freaks but ordinary people who care about what they eat, that is, typical chemist customers.

Many factors are responsible for the boom in the health food trade over the past few years. The increased interest in diet and health has been fuelled by intense media publicity and research has discovered links between illness and dietary deficiencies or excesses. Two recent reports have highlighted the health dangers of the average diet followed by British people. Both the National Advisory Committee on Nutrition Education (NACNE) Report, published by the Health Education Council, and the Committee on the Medical Aspects of Food Policy (COMA) report, published by the Department of Health, were unanimous in condemning the amount of fat, refined carbohydrate and salt in the average diet.

Nigel Phipps, who recently set up Health Products Management, a consultancy service for the health food trade, says that general awareness of what we eat has led to a change in eating habits — less sugar, less

salt, less caffeine and more breakfast cereals — all trends that have been recognised and promoted by the health food trade. Modern lifestyles lead people to eat meals at odd times and frequently these meals are nutritionally inadequate, hence the growth in sales of food supplements. Recent legislation has meant more detailed labelling of food products and has led to consumers being more aware of what they are buying. Health foods are generally free of colourings, flavourings and preservatives.

Pharmacists are well placed to meet the demand from newly educated customers and give specialist advice, Mr Phipps concludes. He puts a figure of £160m at retail on the specialist health food trade and predicts it will grow at about 20 per cent over the next few years. He mentions herbal teas as one of the fastest growing products.

Bonus on best sellers

There will be trade bonuses on Vitalia's best selling items such as fibre and on Zincold.

Advertising will be in the main stream



women's magazines, on television and in national newspapers. Merchandising outers and shelf strips are available.

Vitalia believe that their emphasis on promoting their products through pharmacies is proving worthwhile and they have opened large health food sections in pharmacies with commendable results. The company claims to have captured a 5 per cent share of the food supplements market, which it values at over £50m. *Vitalia Ltd, 8 Eden Hall Close, Hemel Hempstead, Herts HP2 4ND.*

Gammaoil from Quest

Quest Vitamins (UK) Ltd are introducing oil of evening primrose with a high potency of gamma linolenic acid. Each Gammaoil 500mg capsule provides 40mg GLA (30 £4.20, 90 £8.99). The product contains no artificial preservatives, flavours or colours. Natural source vitamin E is included to ensure the biological activity of the oil. The shelf life is up to three years.

A consumer leaflet explains how the body's failure — due to age or poor diet — to manufacture adequately its own GLA from

linoleic acid can be overcome with a daily intake of Gammaoil. *Quest Vitamins (UK) Ltd, Unit 1, Premier Trading Estate, Dartmouth Middleway, Birmingham B7 4AT.*

Two from Efamol

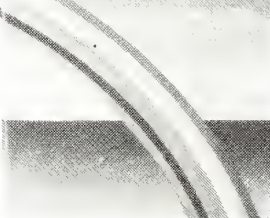
Since 1981 when Efamol was launched, the market for oil of evening primrose has grown until it is now estimated to be worth some £5 million, of which Efamol claim around 80 per cent.

Although Efamol was introduced initially only into health food shops, sales through pharmacies have increased until the split is now 55/45 per cent in their favour.

Britannia Health Products are rationalising the marketing of Efamol with the launch of two new concepts. The 10ml dropper bottle of pure oil (£2.95) is for topical and oral use and suitable for children, vegetarians and anyone with problems taking capsules. The new 250mg capsules are filled with pure evening primrose oil plus vitamin E. (£2.29). *Britannia Health Products Ltd, Hamilton House, 95 Bell Street, Reigate, Surrey RH2 7YZ.*

Glanolin
500

Extracted from one of the richest natural sources of GLA



Glanolin capsules from Lanes

Richer source of GLA

Lanes have entered the market for gamma linolenic acid supplements with Glanolin.

The capsules contain blackcurrant seed oil which is believed to be one of the richest sources of GLA — containing almost double that found in evening primrose oil. Glanolin also provides the essential fatty acids linoleic and alpha linolenic acids, and the rare stearidonic acid which is missing from other oil seed sources of GLA.

The capsules are available in two strengths — 250mg (60, £4.60) and 500mg (30, £4.50; 90, £9.95). The guaranteed minimum content of GLA is 15 per cent and can be as high as 19 per cent, compared with a typical 9 per cent in evening primrose

DIETADE
Fruit Sugar
CHEM
AVAILABLE FROM UNIT-
NOW



Dietade is an APPLEFORDS brand.

20,000,000 reasons why you should always stock Selenium-ACE.



Selenium-ACE.
The weight of evidence grows daily.

Selenium-ACE

Impactful. Keyspaces in these important papers and journals – with combined readership of 20,000,000 – lead the opening phase of this new campaign for Selenium-ACE which continues into Summer 1986.

Personal referrals. Yet another survey highlights personal recommendation by regular users of Selenium-ACE as a key factor in increasing sales every month throughout the country. We expect your local experience to confirm this continuous upward trend in over-the-counter sales.

Selenium Yeast – Important. All Selenium supplements are not the same. There is a difference between the sources of Selenium and its effectiveness when absorbed into the body. The Selenium used in Selenium-ACE is organically bound in yeast (without the taste) and is the most effective.

New point-of-sale. Ask your wholesaler for the new window stickers and leaflets. Also about limited stocks of giant packs for major window displays.

Competitive price. Now it's not *whether* but *which* Selenium supplement you should stock.

A daily intake of 100mcg Selenium-ACE still costs only 6½p. Other brands can be 2–4 times more expensive for the same daily dosage.

STOCK UP NOW!

Place your order for additional stock with your wholesaler today and don't be caught short!



Selenium-ACE

The nutritional health insurance – for everyone.

Wassen International Ltd.

Sole Distributors to the Chemist Trade:
De Witt International Limited, Seymour Road,
London, E10 7LX. Telephone: 01-539-3334. Telex 897816.

oil capsules.

Two leaflets explaining the importance of GLA in the diet are available, one directed towards the trade and the other, available in a dispenser, intended for consumers. *G.R. Lane Health Products Ltd, Sisson Road, Gloucester GL1 3QB.*

Sporting trends

Three new items in the sports range are expected from Healthlife in September.

Super Body Power milk and egg protein powder (336g, £3.45) is a body building supplement taken half an hour before the work-out. The company says that unlike some other products on the market, the powder mixes instantly without the need for a blender. An introductory offer of 10 cases invoiced as 9 is available in September.

An electrolyte recovery drink uses fructose instead of glucose together with the minerals and salts that need replacing after heavy exercise (330ml, £0.59). The introductory offer is one case free with 5.

Another addition under the Super Body Power label is a carob-coated protein bar (52g, £0.47) which is high in protein, carbohydrate, vitamins and minerals and low in fat. One case is offered free with 10. The product will be advertised in sports and fitness and body building publications.

Healthlife also offer bonuses on different products every month according to the season. For example, in September there will be trade discounts on vitamin C in preparation for the Winter. *Healthlife Ltd, Charlestown House, Baildon, Shipley, West Yorks BD17 7JS.*

Surf City radio

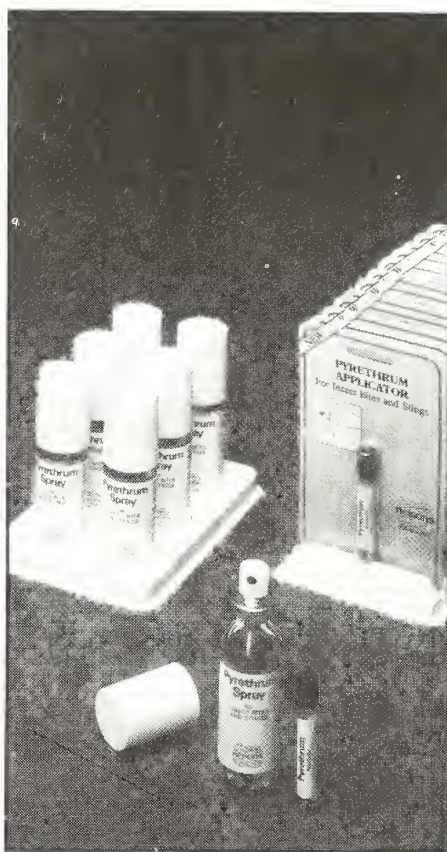
A radio campaign for Surf City natural fitness foods runs in the Clyde area throughout September. Special POS material will be available to stockists in and around Glasgow. *Surf City Products, Overseal, Burton on Trent, Staffs DE12 6JT.*

Nelsons switch

Following a successful hay fever trade promotion, Nelson's have introduced new packaging for the pyrethrum applicator 2ml and spray 30ml, and the small and large size Hypercal.

The company will be taking space at Chemex at Earls Court in September (stand 115), when details of special offers on winter packs will be revealed to the trade.

Last year Nelson's invested in substantial promotion of homoeopathy to the general public, switching from the specialist health Press to women's magazines and Tube cards. And the first ever radio commercial for homoeopathic medicines was aired



during the 1985 hay fever season.

The market for homoeopathic remedies is now worth around £6m at retail prices and is increasing at a rate of 20 per cent per annum, say Nelson's, who claim a two-thirds share of the UK market. *A. Nelson & Co, 5 Endeavour Way, Wimbledon, London SW19 9UH.*

Pharmacy range from Vestric

Vestric's Healthtime is a package of foods, vitamins, herbal remedies, dietary supplements and homoeopathic remedies designed especially for pharmacies says the company.

The Healthtime product list is continually expanding to cater for popular health-related pursuits such as cycling or marathon running, is circulated monthly and gives details of all special promotions. POS material, including window stickers and shelf-talkers, is available. A product information guide is produced for pharmacists and their staff to help them understand some of the products and their uses.

Also included in the Healthtime package is a series of Positive Health Guides, sold exclusively by Vestric's pharmacy customers by arrangement with the publishers. Topics covered by the books, which are written by top medical consultants, include arthritis, asthma, back pain, diabetes, the diabetic diet book, dietary fibre, eczema/dermatitis, heart disease, blood pressure, high fibre cookbook, psoriasis, migraine/headaches, stress/relaxation, and the latest addition — a diabetic's cook book. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Health and Diet

New initial vitamins from Food Supplement Co provide the recommended daily allowance of vitamins A, B, C and D.

This budget-priced multivitamin (30, £1.15) provides the consumer with an introduction to the comprehensive FSC range of vitamins, minerals and specialist supplements.

Health and Diet Food Co have put a record £300,000 advertising budget behind their products this year, with advertising in women's magazines and specialist publications such as *Here's Health* and the *slimming Press*.

The vitamins and diet supplements have been repackaged to incorporate the requirements of new food labelling regulations. At the same time the company took the opportunity to update all manufacture and packaging and now include the following: natural shell colourings for capsules, Article Number Association bar codes on all cartons, supplements suitable for vegetarians labelled accordingly, nutritional information such as protein, fat, carbohydrate and energy value, and percentage of the recommended daily allowance where appropriate. The products contain no artificial preservatives, colours or flavours, are gluten-free and have no added sugar or salt.

The company has also introduced a new recipe for the Holly Mill snack bar range using organically grown oats. Three new varieties are to be launched later this year. *Health and Diet Food Co Ltd, Seymour House, South Street, Godalming, Surrey GU7 1BZ.*

Herbal strategies

Potter's herbal remedies are being supported by small-space advertisements in Sunday newspapers, a strategy that is likely to continue over the next 12 months, says the company.

Recent successful introductions are Acidosis indigestion remedy, based on meadowsweet, and Vegetable Cough Remover.

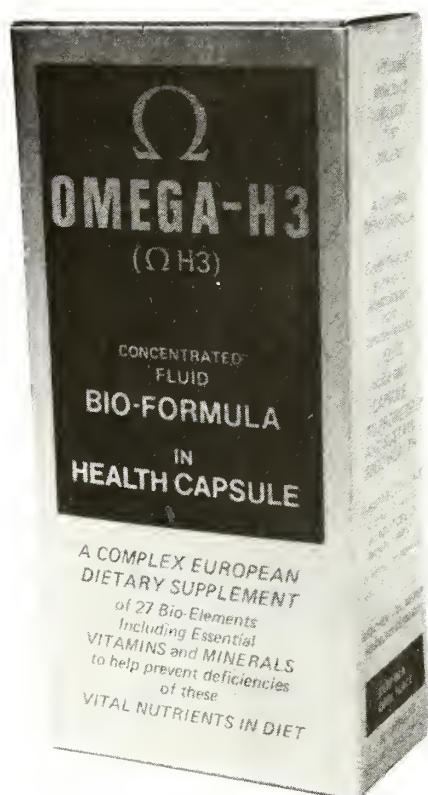
Itona Products Ltd, Potter's sister company, have recently introduced Granny Ann high protein Biscakes which, besides being high in protein and useful to sportsmen and women needing an energy sustaining snack, are also gluten free. The range includes products that are free from dairy produce, another source of allergy. They are based on soya milk and include brown rice pudding, custard and confectionary. *Potter's (Herbal Supplies) Ltd, Leyland Mill Lane, Wigan, Lancs WN1 2SB.*

THREE SCIENTIFICALLY DEVELOPED NATURAL NUTRIENT HEALTH FORMULAS

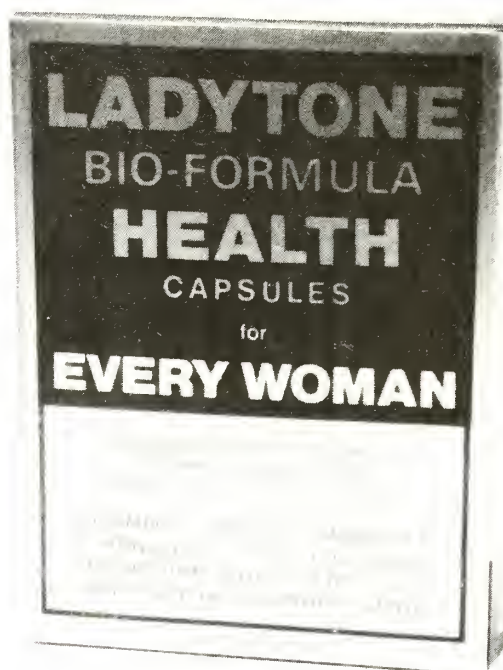
Manufactured under strictly controlled Laboratory Conditions

OUR QUALITY PIONEERING PRODUCT COMBINING VITAMINS & MINERALS WITH, PABA, POLEEN, GINSENG, WHEAT GERM, LECITHIN, AMINO ACIDS HOMOGENISED WITH WHEAT GERM & SAFFLOWER OIL

MULTI-NUTRIENT FORMULA FOR WOMEN HOMOGENISED WITH POLYUNSATURATED & WHEAT GERM OIL AND HAEMOGLOBIN PROMOTING FACTORS.



30 CAPSULES (1 Month Supply)
Trade price £2.80
Retail price £4.75



30 CAPSULES (1 Month Supply)
Trade price £1.80
Retail price £3.10

THE ONLY PRODUCT WITH TRIPLE IRON SALTS FOR BETTER UTILIZATION OF IRON. ALSO SUPPLEMENTED WITH MULTIVITAMINS & MINERALS

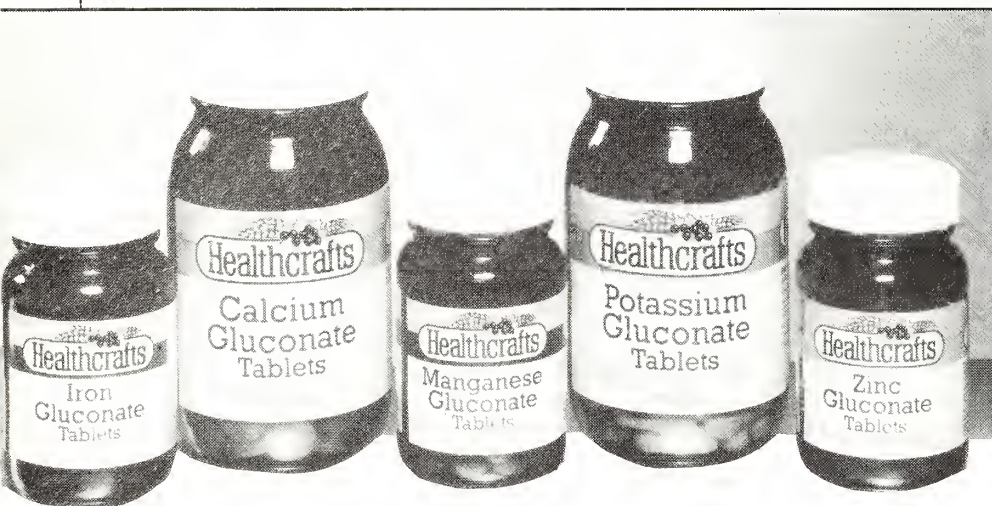


30 CAPSULES (1 Month Supply)
Trade price £1.50
Retail price £2.50

FREE P & P ON
ALL ORDERS OVER £20.00

Ω
VITABIOTICS
Where Nature Meets Science

VITABIOTICS LTD 122 MOUNT PLEASANT WEMBLEY MIDDX 01-903 9436



Attention to pharmacies

Booker Health Products are now directing their attention to pharmacies, having previously concentrated more on health food stores, and have re-organised their sales force to include a department with specific responsibility for developing business through chemist wholesalers.

The company has entered into an agreement with Ayerst Laboratories in which the Ayerst salesforce will offer Booker's dietary supplements to pharmacists.

Booker's emphasis on advertising is also changing. They are moving away from the specialist health Press to the mass market magazines to attract the pharmacy customer as well as the specialist health food shopper. The main support is behind the Healthcrafts brand for which the advertising spend this year has been increased six-fold to £¾ million. A second burst of advertising this year is appearing in women's weeklies and monthlies during September and October.

To boost the 10 products in the Healthcrafts "popular" range, Ayerst are offering a deal through major wholesalers during August and September. An order of six or more cases (mixed or otherwise) entitles the retailer to 15 per cent discount, worth about 76 per cent profit on cost.

Booker are keen to help pharmacists and their staff with education on diet and nutrition to enable them to make the most of

their unique advisory role. The company believes this education can best be carried out by instore information, including consumer leaflets, and by conventions. *Booker Health Foods, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

Buy six, one free

Buy six and get one free is the current trade offer on Omega, Ladytone and Multiron. All products are being advertised in *Here's Health* and will be on show at the Healthier Living exhibition in London this September.

Vitabiotics say that if pharmacists have difficulty in obtaining supplies from wholesalers they may order direct, post and packaging free, from *Vitabiotics House, 122 Mount Pleasant, Wembley, Middlesex HA0 1UG.*

Gourmet meals

Healthline is a new range of gourmet meals based on principles of healthy eating. The six products — chicken cacciatore, chilli con carne, Elizabethan spiced beef, lamb à la Grecque, liver Mexicaine and turkey Marengo — all contain lean meat and a wide variety of vegetables. Prices range from £1.35-£1.75 for a single portion.

Developed with the assistance of Surrey University's nutrition and food division, the meals have been adapted from classical recipes to provide a healthy balance of

nutrients and energy with the emphasis on low fat, modest salt levels and plenty of fibre. Packed and sterilised in sealed Alu-trays, the products keep their freshness for many months without chilling. Healthline Foods Ltd believe this will appeal to pharmacists because no special display cabinets are required.

No chemical additives are used. Herbs and spices are included as flavour enhancers. Each pack carries declarations of calories, main nutrients and added salt. The products will be shown at the Healthier Living Show, Earls Court, September 17-22 (stand C24).

The company says that the growth rate for healthy foods is exceeded in the food market only by that of convenience recipe products which, especially at the higher quality end of the spectrum, is growing at 60 per cent or more per annum and is currently worth £50-60 million. *Healthline Foods Ltd, Squirrels, Fox Corner, Worplesdon, Surrey GU3 3PP. Distributors Brand Business Ltd, Dunstable, Bedfordshire.*



HC5 BRAN PLUS

An original Herefordshire formula

Unprocessed bran and wheatgerm. A natural high residue, high protein food to maintain good health.

This High Fibre Cereal

offers:

- * proven consumer acceptance
- * pharmacy only support
- * safe, reliable and easy to recommend both to slimmers and those with digestive or dietary problems.

Available from: —

H R HEALTH CARE LIMITED
135 Eign St, HEREFORD 274821

Bag-come-mattress offer

English Grains are offering retailers a "beach-bag-come-mattress" for every order worth £125 which can be placed on any items from the English Grains health food list. Retailers will not be restricted to one bag if their orders exceed £125.

English Grains will continue to offer a 10 per cent discount on the following Grangewood herbal remedies until the end of August — insomnia tablets, herbal tranquilisers and hayfever tablets. *English Grains Ltd, Swains Park Industrial Estate, Park Road, Overseal, Burton-on-Trent.*

Chemist & Druggist 10 August 1985



**but did you know
these heavily advertised
Brand Leaders also come from**

Lanes

Available direct or from your health food wholesaler.

For further information write to:

G. R. Lane Health Products Ltd., Sisson Road, Gloucester, GL1 3QB. Tel: (0452) 24012.

National Act

An advertising campaign for Selenium-ACE is appearing in national newspapers, women's interest media, health and specialist retirement and arthritic publications. The advertisements, in black and white and full colour, will appear until April 1986 in publications including the *Daily Express*, *Daily Mail*, *Yours*, *Arthritis News*, *Health Now*, *Woman's Weekly*, *Here's Health*, *Retirement*, *Choice* and *Health Express*.

The campaign will be reinforced with point of sale material, including giant display packs, new window stickers and leaflets. *Wassen International Ltd*, 14 The Mole, Business Park, Leatherhead, Surrey KT22 7BA.

Additive-free capsules

Bio-Health Pure-fil capsules are guaranteed free from manufacturing additives such as excipients, binders, fillers, synthetic preservatives etc. Bio-Health Ltd offer a range of dietary supplements in these capsules which are made from natural gelatin and filled by a special process which does not require additives. *Bio-Health Ltd*, Oakdale Road, London SW16 2HP.

Chocolate alternative

New varieties have been added to the Kalibu range by Sunwheel Foods. The carob bar is now available in peanut, fruit and nut, orange, peppermint or plain flavours in the "added sugar" range (60g £0.45). The same flavours, plus crunchy bran 'n' raisin, are available in the "no added sugar" range. An alternative to chocolate, the carob bars contain A, B, and D vitamins, calcium, magnesium and iron but no artificial

stimulants or additives.

A range of snack bars offers eight carob-coated flavours including cherry fudge with yoghurt, ginger fudge, molasses, fruit or muesli (£0.25). Other recent launches are carob or yoghurt coated peanuts and raisins, with "no added sugar" varieties.

The company is a wholly owned subsidiary of Holgran Ltd. *Sunwheel Foods Ltd*, Granary House, Wetmore Road, Burton-on-Trent, Staffs DE14 1TE.

Ginseng celebrations

Pharmaton are planning further regional seminars, possibly next year, following the success of the recent nationwide series which attracted over 600 pharmacy assistants.

Next year Pharmaton will be celebrating 25 years of research into ginseng. Plans are at an advanced stage for a symposium at which scientists from all over the world will present their findings. *Pharmaton Information Bureau*, Spinney House, Church Street, Liverpool L1 3AU.

Faith in soaps

Faith Products are introducing two further vegetable soaps this month. Mary Queen of Scots soap, scented with lilac, is said to be suitable for all problem skins. Bonnie Prince Charlie soap, perfumed with oil of pine, is suitable for all skin types and its freshness is expected to appeal to men (10 £5.25 trade).

Other recent introductions to the range are aloe vera shampoo (10 £5.51 trade) for all hair types and seaweed conditioner (10 £6.44 trade). Both contain only natural, vegetable ingredients, are pH balanced and biodegradable. *Faith Products*, 52 Albion Road, Edinburgh EH7 5QZ.

Seven Seas' biggest

This year witnesses one of Seven Seas' biggest launches: the new Femin-9 capsule formulation containing nine ingredients important to the body's hormonal balance particularly during menstruation. Femin-9 is backed by advertising in leading women's and health magazines.

Seven Seas Health Care are also mounting a television campaign in October and November to boost the sales of cod liver oil capsules. This will be seen in London on London Television and nationally on Channel 4. The company has produced a new range of POS material which is available from Seven Seas representatives who will also give retailers details of special trade price structures during the peak selling period. *Seven Seas Health Care Ltd*, Marfleet, Kingston-upon-Hull HU9 5NJ.

Building on yoghurt

Deva Bridge are intending to make available soon an acrylic display to hold their non-electric yoghurt maker and soft cheese maker. They believe these items are ideally suited for sale through pharmacy health food sections. *Deva Bridge*, division of *Probus Kitchencraft*, Mere Green Road, Sutton Coldfield, West Midlands B75 5BX.

Vitamin digest to Press

This month Fisons are starting a "vitamin digest" service to the Press. Over 1,000 health and beauty writers will be sent monthly news on vitamins, including a contribution from Sanatogen's nutritional adviser. The aim is to promote authoritative views on vitamins. *Fisons Ltd pharmaceutical division*, 12 Derby Road, Loughborough, Leics LE11 0BB.

Connoisseur honeys

Ratcliffe's of Oxford have introduced a new range of natural unblended Connoisseur honeys.

The range includes sunflower honey, with a pale colour and delicate taste; leatherwood honey which has a distinctive strong flavour; orange blossom honey (set and clear); heather honey which has a high mineral content, is viscous and has to be pressed from the comb; acacia honey which has a natural sugar content and is often used to sweeten drinks; chunk comb which is acacia honey with immersed honey comb; Canadian clover honey, a smooth almost white honey; Greek wild flower honey which is a dark clear traditional Greek honey; yellow box honey, similar to acacia honey but darker in colour; and two English honeys (one clear and one set).

Retail prices range from around £0.99 to £1.99 for a 12oz glass jar.

Ratcliffe's have also recently introduced honey lollypops, Honey Pops, packed in counter display boxes of 100 (£0.05 each). *Ratcliffe's of Oxford*, Tower Road, Fane Drive, Berinsfield, Oxford OX9 8LQ.

No animal testing

With the continuing demand for natural products, especially for those that are free from animal ingredients and not tested in animals, the future for natural cosmetics is good, say Pure Plant Products, whose skin care range fulfils all these criteria.

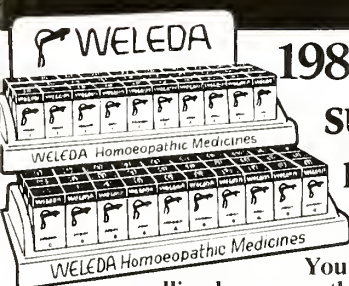
Epiglow moisturiser will be advertised in several consumer journals in August and September, including *Healthy Times*, the free newspaper distributed through Realfare stores. Advertising for the following will start in October in *New Health*, *Here's Health*,

Chemist & Druggist 10 August 1985



WELEDA

YOUR NATURAL CHOICE.



1985 sees the biggest ever promotional support for **WELEDA** products in national & special interest press.

HOMOEOPATHIC STARTER KIT

Your easy way into selling homoeopathic remedies.

One of the most popular remedies from Weleda's comprehensive range.

Extra 10% introductory discount for first-time stockists and 10 free copies of "Homoeopathy for the Family".

FREE
Display stands.
Posters or showcards.
Window stickers.
And POS leaflets on all these introductory parcels.

SKIN & BEAUTY THERAPY

Weleda's runaway best selling toiletries range in an irresistible introductory package.



HOMOEOPATHIC 50 KIT

The biggest and best selling range in the U.K.

50 Weleda homoeopathic remedies in a brand new counter display unit.

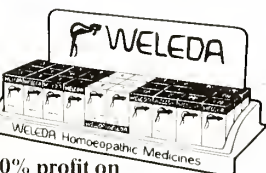
Introductory offer includes 12.5% extra discount PLUS 20 free copies of "Homoeopathy for the Family".



WELEDA'S UNIQUE NATURAL MEDICINES

10% extra discount on your introductory parcel.

2 natural (anthroposophic) remedies for: headaches and migraine; sleeplessness; stress; indigestion; colicky pain; stomach upsets and nausea; muscular or rheumatic pain; eczema; bruises, cuts and abrasions. All remedies carry indications for use.



10% profit on return — a special seasonal bonus on all these Weleda homoeopathic remedies. PLUS 6 free bottles of MIXED POLLEN 30.

Mixed Pollen 30*, Allium Cepa 6, Arsen. b. 6, Euphrasia 6, Gelsemium 6, Nat. mur. 6, Nux. Vom. 6, Pulsatilla 6, Silica 6.

Mixed Pollen 30 tablets contain 28 of the most common tree, grass and herb pollens. A classic example of "Take curing like".

HOMOEOPATHIC FEVERFEW

This best seller is available in 6x potency both in liquid and tablet forms.

DENTAL CARE. A natural guard against decay.

4 natural dental care products. Herbal Toothpaste; Plant Gel Toothpaste; Salt Toothpaste; Gargle & Mouthwash. Trial packs of Salt and Herbal Toothpaste available.



Extra 10% discount on introductory parcel. New display outer and poster for best selling herbal toothpaste.

Big extra 15% discount on normal trade prices

Parcel contains 6 each of: Cleansing Milk; Cleansing/Toning Lotion; Cold Cream; Toning Lotion; Moisturising Cream; Moisturising Lotion; Nourishing Cream; Facial Oil; and Face Mask.

NEW — extra sales opportunities with 6 miniature trial sizes.

RSP 35p is recoverable by customers against cost of full size pack. Already a proven sales winner.

NEW — Weekend Travel Pack of 6, easily slipped into handbag or overnight case.



FREE supplies of leaflet, "Hayfever and the Homoeopathic Remedy for you" and Mixed Pollen poster.

THE ADVERTISING A total readership of more than 10.5 million will see Weleda's advertising with an average OTS of 4.5



Under the general campaign theme "Naturally, your health is our concern", these advertisements will push home the message that Weleda worldwide is the largest manufacturer of homoeopathic medicines and the only manufacturer of natural anthroposophic medicines in the U.K.

WORKING IN THE SERVICE OF NATURAL MEDICINE

Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbyshire DE7 8DR.

Telephone: 0602 309319.



PLUS
A pharmacy-only range of WELEDA's superb natural medicines. 10% EXTRA discount on the Introductory Parcel. Contact WELEDA for details.

HEALTH FOODS

Health Express and *Healthy Times*: peaches and cream with vitamin E, Multiherb roll-on deodorant, peach foundation moisturebase, Spotoway cream and tincture. POS is available.

The products are available from several health food wholesalers including Brewhurst, Health Stores Wholesale, Illingworth and Natures Store, or direct with a minimum carriage paid order of £30. *Pure Plant Products, Grosvenor Road, Hoylake, Wirral, Merseyside.*

Discounts from Weleda

Weleda are offering discounts on their homoeopathic and anthroposophic medicines. There is a 10 per cent introductory discount on the homoeopathic starter kit which contains 20 of the most popular remedies plus free POS and 10 free copies of "Homoeopathy for the family".

There is a 12½ per cent introductory discount on the homoeopathy 50 kit which comes in a new counter display unit together with posters, window stickers, leaflets and 20 free copies of "Homoeopathy for the family".

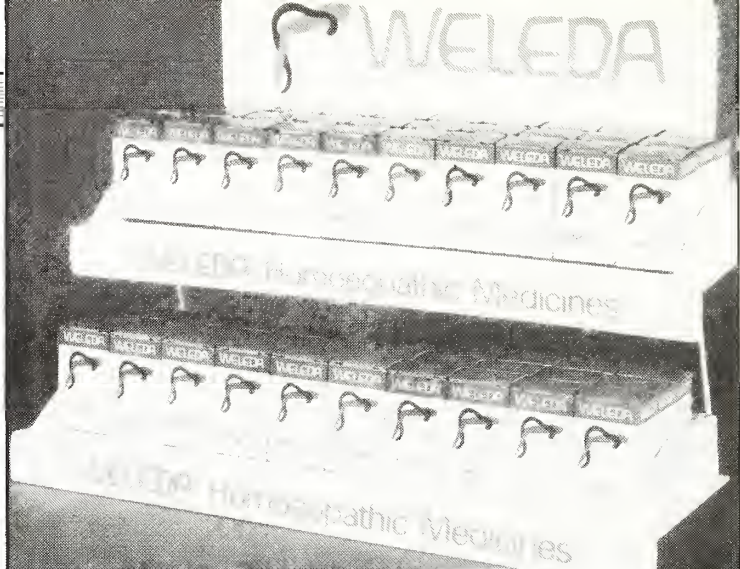
An introductory parcel of

Weleda's homoeopathic starter kit – 20 of their most popular remedies

anthroposophic medicines with 10 per cent discount contains 12 remedies for common ailments. The company also has an "only from your pharmacy" range with 10 per cent introductory discount and free POS.

A 10 per cent introductory offer on the natural dental care products includes new POS and trial packs of the salt and herbal toothpaste. Finally, Weleda are giving 15 per cent discount on their skin and beauty therapy range. The introductory parcel contains six of each of nine skin care products. Miniature trial packs allow customers 35p back with the full-size pack.

The weekend travel pack, containing six of the miniatures, is presented in a gift sleeve for Christmas. *Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbyshire.*



Appleford's new marketing

A "complete new marketing exercise" is being undertaken for Appleford and Dietade brands.

Both ranges are being repackaged and an advertising spend of £80,000 for the second half of this year supports a campaign in women's weekly magazines and the specialist health Press. The advertisements, which run until December, direct consumers to pharmacies as well as health food stores.

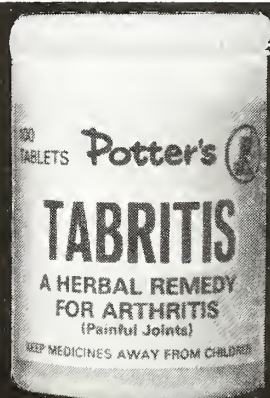
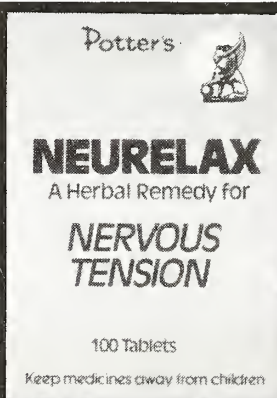
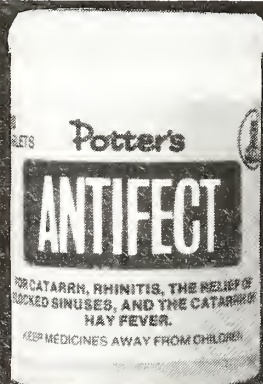
A company spokesman said this was a significant move for Appleford who have not done much advertising during recent years. *Appleford Ltd, 325 Oldfield Lane North, Greenford, Middlesex UB6 0AZ.*

CATARRH & BRONCHITIS

URINARY COMPLAINTS

NERVOUS TENSION

ARTHRITIS



Major herbal remedies from Europe's biggest herbal medicine producer

"THE LONGEST CLINICAL TRIAL IN HISTORY"

A 30 minute film on Herbal Medicine to show to your customers (and staff) is now available on free loan in Super 8 or VHS/Beta video. Contact Terry Finnigan at Potters. Tel: 0942 34761.

Potter's



Potter's (Herbal Supplies) Limited, Leyland Mill Lane, Wigan, Lancashire, England.

Committee told of CD's 50-fold price increase

A London pharmacy increased the charge it made for prescribing a Controlled Drug by up to 5,000 per cent a tablet when the product became scarce, a Statutory Committee hearing heard last week.

In April last year a customer complained to the Society after she was charged £58 for 112 tablets — or 50p a tablet — for a private prescription of Ritalin, an amphetamine type drug, at the Langham Pharmacy in Marylebone High Street, said Josselyn Hill for the Society.

The normal wholesale price of Ritalin was just under 1p per tablet, he said. Before manufacture of the drug was discontinued in March 1984, Pax Medica Ltd, the company which ran Langham Pharmacy, charged 2p per Ritalin tablet. When the customer had tried Pax Medica's other branch in Beaumont Street, she was quoted a price of £1 per Ritalin tablet, said Mr Hill.

Three pharmacists: Mr Ramesh Pindolia of Willesden, Miss Mary Boulos of Wembley and Mr Ashvin Shah of Kenton, face an allegation of misconduct. It is alleged that they condoned this pricing policy which had been set by Mr Pradip Patel, the non-pharmacist director of Pax Medica Ltd.

Mr Patel and Pax Medica Ltd face a complaint of over-charging for dispensing private prescriptions for Ritalin in April and May last year. The company's superintendent pharmacist, Mr Frederick Bristow, also faces a charge of misconduct. He had been in hospital for more than two months at the time of the complaint and was still absent. He said he was unaware of the matter.

Pharmaceutical Society inspector Mr Timothy Staton told the Committee that he asked Mr Patel why he was charging 50p per Ritalin tablet. Mr Patel replied: "A simple case of supply and demand".

Mr Patel said the price had been charged for three to four weeks since Ritalin had become scarce. Later Mr Patel reverted to charging 2p per tablet and admitted "with hindsight" that he had made a mistake, said Mr Staton.

Mr Pindolia and Miss Boulos told him they did not agree with charging 50p and £1 per tablet. But it was on the instructions of Mr Patel who said it was the amount they were selling for outside, said Mr Staton. From the prescription book it became

clear a charge of £1 per Ritalin tablet had been made on three occasions, he said.

Mr Hill told the Committee: "Charging 50p to £1 for a tablet costing less than 1p was a breach of professional behaviour which would impair the confidence of the public in the pharmaceutical profession and bring the profession into disrepute".

Mr Nicholas Lorraine-Smith for Pax Medica Ltd, said the company accepted there was over-charging in certain cases but did not accept that the company or any director decided on the price.

Mr Ashvin Shah, who has now left Pax Medica, said Mr Patel told him to charge 10p to regular customers and 50p to non-regulars. I did not query this because I did not believe it was a pharmaceutical decision. I believe those higher charges were decided on to deter a large proportion of drug addicts coming into the pharmacy", he said. The hearing was adjourned until September 25.

Reprimand over fake perfume

Two pharmacists, both convicted by Croydon Magistrates after fake Chanel perfume was found in their shops, appeared before the Pharmaceutical Society Statutory Committee last week.

Mr Shaileskumar Vishnuprasad Patel, who trades at The Valley Pharmacy in Chipstead Valley Road, Coulsdon, was reprimanded.

Chairman Sir Carl Aarvold told him: "It is highly desirable that the public are not misled by false descriptions of goods which are sold to them. It is equally important that vendors do not make deception easy by shutting their eyes to the blandishments of salesmen disposing of false products under real names."

The Committee was told that Mr Patel was fined £400 by Croydon Magistrates in September 1984, when he admitted four charges under the Trades Descriptions Act.

Mr Josselyn Hill, for the Society, said one of its inspectors found four boxes of fake Chanel perfume when he paid a routine visit to Mr Patel's shop in 1983.

Mr Patel said he bought the perfume cheaply for cash from a man he had never seen before who came into the Clapham

pharmacy where he was working as a locum in March 1982. "I was in the process of buying my shop and I thought I would buy some perfume," Mr Patel told the Committee. "It didn't cross my mind it was counterfeit. I wasn't suspicious about the price as cheap perfumes are available in cash-and-carries. I didn't ask for an invoice as my shop was not yet trading."

The Committee took no action against Mr Bharat Patal, who trades in The Mall in Croydon's Whitgift Centre.

Mr Patel (who is unrelated to Mr S. V. Patel) was fined £100 by Croydon Magistrates last September when he admitted one charge under the Trades Descriptions Act, involving one box of fake Chanel perfume.

Mr Patel said his brother bought the perfume from a cash and carry supplier, but he could not produce any evidence to show where it came from. "At the time we had no reason to believe the perfume was anything other than genuine".

The Committee took no action against a company convicted in connection with fake Chanel at its Croydon pharmacy.

"We can find no evidence of misconduct by the company or its superintendent," Sir Carl told Mr Jayantil Shah, a director of G. D. Cooper Ltd, and his brother, Mr Kiritkumar Shah, the superintendent pharmacist.

In September, the company was fined £300 when it admitted three offences under the Trades Descriptions Act relating to three bottles of fake Chanel No. 5. Mr Jayantil Shah told the Committee he bought the perfume from a cash-and-carry supplier in October 1982. When he read about counterfeit Chanel in the newspapers he contacted the supplier, and was assured the perfume was genuine.

Widow allows fees to lapse

No action was taken against a 91 year old Leeds widow whose case came before the Statutory Committee last week.

Mr Josselyn Hill, for the Society, said that Mrs Beatrice Sparling had allowed her fees to lapse and her name was removed from the Register. "This was in accord with her express intention," said chairman Sir Carl Aarvold.

In July 1984, Mrs Sparling, joint owner of a chemist's in Stainbeck Road, Leeds, faced allegations she was incompetent and forgetful. The case was adjourned to give her the chance to voluntarily remove her name from the register.

Democracy? ...it stinks

Mike Smith finds it completely unacceptable that the democratic decision of a professional body can be challenged or undermined by any commercial interest (last week, p211). This would be fine if it was a democratic decision of the rank and file members of the profession. It seems that it was the personal view of those LPC members present at the Conference.

One thing I have noticed during PAC meetings is that none of those present have ever been consulted by their respective LPC members during the past 18 months. Where is democracy?

We, at the PAC, do not wish our professional role to be degraded to that of a glorified tablet counter in a prescription factory. We feel that if these proposals are accepted, the "Ask your pharmacist's advice" slogan will become obsolete. Any pharmacist lucky enough to be employed would be busy playing the "numbers game" for the rest of his life. If this is democracy, then it stinks.

J.P. Patel
Leicester.

PAC, where are the alternatives?

There is little point in fighting a corner for Xrayser, as he can do that perfectly well for himself. All the same, being a modest chap, he may have a little difficulty in answering one of the points raised by Mr Nathan in the first of his two letters in last week's *C&D* (p210).

Mr Nathan states that "Xrayser has always presented himself as a paragon of fair mindedness and all the pharmaceutical virtues." I cannot speak to the pharmaceutical virtues, but as to the fair mindedness, Mr Nathan must receive a different *C&D* to me. I have never been aware of Xrayser presenting himself as a paragon in this respect, which is just as well, because he is a much better columnist as a result.

Mr Nathan also mentions yet again the enshrined right (his words) of a pharmacist to an NHS contract for any site of his choosing. When it comes to the eternal verities of life and death, it may be the Lord who "giveth and taketh away", but when it comes to the financial requirements for pharmacy, that privilege belongs to the DHSS with a parsimonious Treasury sitting tight on its shoulder. If Mr Nathan insists on writing weekly letters to

the pharmaceutical Press, would he please — soon — put forward his own alternatives.

We are all aware by now *ad nauseam* that he is flatly opposed to the new contract proposals. We are also aware that the DHSS is determined to do something about a situation which it sees, understandably, as unacceptably open-ended and expensive. What *realistic* alternative proposals does the PAC have which will satisfy it, contractors and also keep the DHSS happy, bearing in mind that if all else fails, the Department could move by imposed fiat? We are not in a situation where maintenance of the *status quo* is any sort of viable option, and if PAC publicly calls for representation on the PSNC the rest of us are at least entitled to know the details of their own proposals.

So let us see those proposals, gentlemen, detailed and costed. We can then assess them and make up our minds on a positive basis rather than simply throw £75 at entirely critical and negative oligarchy.

R.D. Dudley
Wellington.

All or nothing?

Along with many other pharmacists, I seem to remember Minister for Health Kenneth Clarke presenting the new contract to us on an "all or nothing" basis.

Having thrown in the Basic Practice Allowance in exchange for a stringent system of rational location, our negotiators now inform us that Ken and his colleagues are offering something else — quite how different from the original "contract" only time will tell.

Perhaps next time Messrs Sharpe and Smith tee off with Ken, they will remind him of his hard-nose "all or nothing" initial offer and suggest that it cuts both ways?

Peter Bennington
Wolverhampton.

Eye on us

Thank you for the *C&D* Profile on myself and Carratu International in your July 27 issue. However, I would like to correct two points.

Firstly, I was never commended by the Hong Kong Police for our inquiries into their affairs. The document *C&D's* reporter saw is my official appointment from the Hong Kong Government to carry out the investigation. Secondly, there are numerous remedies in civil law which can be taken against counterfeiters. Criminal law is a different matter entirely.

Vincent Carratu
Chairman, Carratu International.

Contract points from IoM

Pharmacists should be aware of the following points in any consideration of the new NHS contract:

1. It will increase unemployment from the present level of 3 per cent. Security has for many people been one of the most attractive features of the profession.
2. Around 17 per cent of contractors will lose remuneration. These include not only the under 16,000s who are classed by the DHSS as non-essential, but also those with an above average net ingredient cost (NIC), dispensing over 16,000 items pa.

From Prescription Pricing Authority figures, many areas in Wales, the Isle of Man and the following English regions have a high average NIC: Isle of Wight, Kensington, Chelsea and Westminster, Oxfordshire, Northumberland, North Tyneside, Norfolk, Surrey, Buckinghamshire, Dorset, Cumbria, West Sussex, Cambridgeshire, Suffolk, Kingston and Richmond, Berkshire, Hertfordshire, Cornwall, East Sussex, Halifax, Devon, North Yorkshire, Salop, Hampshire, Wiltshire, Solihull, Gloucestershire, Bromley, Barnet, Brent and Harrow.

Individual contractors in almost every area also have a high NIC because of local prescribing. Our income is dependent on the idiosyncrasy of prescribers. Those contractors with a high NIC and respectable script volume could be £2,000 worse off, under 16,000s could suffer a £5,000 drop in income.

3. Contractors anticipating more scripts due to the demise of their competitors should note that the increased gross profit is unlikely, in many cases, to be translated into significant extra net profit, as overheads, such as staff costs, will rise with the new work volume. As the PSNC has been unable, as yet, to persuade the DHSS to provide a second pharmacist allowance, these pharmacies, unless there is a substantial adjustment in labour costs, will have an additional workload for a meagre increase in profit. Productivity will have increased, mainly to the benefit to the public purse.

4. The key to the contract is supposedly rational location. The Isle of Man has legislation similar to that proposed. However, last year a convenience grocery store was successful, on appeal, in opening a pharmacy adjacent to a surgery in Ballasalla, already adequately covered by two pharmacies. As in Blandford, the appeal committee decided it was better to have three pharmacies instead of two, as

even if one closed, two would remain. Grassroot pharmacists have been hampered in influencing events because of the secrecy of the negotiations. Although some confidentiality was inevitable, many contractors had insufficient time before the hastily convened conference to consider and democratically record their views, let alone the thousands of present and future pharmacists who were not asked. This was attested to by delegates to whom I spoke at the meeting, all of whom had a free hand to decide the fate of the profession. Despite their integrity, this is disturbing. While Kenneth Clarke understands this profession, his loyalties are to the Government. He understands pharmacists are divided; he understands the PSNC supported the limited list at the expense of patients, industry and their members (where is the dead stock compensation?); he understands that secret negotiations strengthened the Governments' hand; he understands that leapfrogging cannot be totally prevented; he understands that surgeries are continually moving leaving dependent pharmacies stranded and that leapfroggers will see their opportunity, and, most of all, he understands that the Government will save money.

The PSNC has said too often — "Yes, Minister!"

If, like the Pharmacist Action Committee, you do not believe the sacrifice the profession is making is commensurate with the reward, and want a deal more in tune with your expectations, the PAC asks you to join us. Sir, you are eligible!

The membership fee is £75 for proprietors, £17.50 for employees and hospital pharmacists, and students can pay whatever they can afford. Young pharmacists, in particular, with little business experience will have great difficulty in surmounting the obstacles put in their path by the established. This is an investment for their future which the Pharmacists Action Committee pledges it will fight to secure.

We are standing against the tide of fatalism which threatens to engulf the profession. We will win.

C. H. A. Flynn
Vice-chairman, PAC

Billington buy creates 118 strong drugstore chain

Billington Group, a Midlands-based pharmacy and drugstore chain, have bought Rayglow's West Country drugstore operation.

Rayglow's 68 stores will bring Billington's total number of outlets to 150, making the group, they say, "second only to Superdrug." They already have 50 Supersave drugstores, with ten more planned for opening this year, 30 pharmacies, with four more promised "shortly," and two cash and carry warehouses.

Billingtons will give no details of the

price they paid for Rayglow. Their own sales in the last financial year were around £25m, while Rayglow's reached £5.5m.

The group was founded in 1939, and moved into the drugstores business in 1970 with the purchase of its first two outlets in Wolverhampton and Bromsgrove.

"The two businesses combine to make a very powerful force in discount toiletries," says chairman John Billington. "Rayglow's branches are in the West Country and South Wales, while Supersave's strength lies north of Bristol and across the middle of England."

Max Factor verses Maltown

Max Factor have taken out a winding up petition against Malcolm Town's import/export company.

Max Factor say Maltown owe them £2,310 from a deal of three years ago. Maltown refute this, and say they will contest the cosmetic company's claim when it reaches the High Court on October 7.

The claim arises from an agreement for Maltown to export around £25,000 worth of creme puff refills, mascara and lip potions

for Max Factor. Maltown say they placed the goods in Singapore, confirmed the order with Max Factor and secured prepayment.

But when the parcel was delivered to Maltown's forwarding agents, it contained less than the goods agreed, with Max Factor saying this was all they had available. Maltown made a deduction for the additional trouble caused in changing their arrangements, and paid £15,000 for the quantity of goods received.

Max Factor confirm there was a shortfall in the goods delivered, but say Maltown had no right to deduct money for their additional trouble. The petition was taken out only after their solicitors were told Maltown was insolvent, they add.

Audits change unwelcome?

Government plans to abolish statutory audits for small companies could lead to frauds and bankruptcies.

In a project conducted for accountants Ernst & Whinney, 100 managing directors of companies with less than £1.4m annual turnover were asked for their views on the proposals. Only four in ten of those questioned were aware of the plans, and

65 per cent felt they would make raising finance more difficult.

Over 80 per cent of the directors agreed that any decision to drop audits would need shareholders' consent. Most companies felt the present statutory audits were suitable, and considering the proposals a majority of businesses said they were against them.

The Department of Trade & Industry's June retail sales index (1980 = 100) shows a year-on-year rise of 19 per cent to 190 for dispensing chemists (NHS receipts are excluded). The figure for all businesses rose 9 per cent to 142.

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USDAW Sunday trade advert...

Sunday trading is to be the subject of an advertising campaign mounted by the shopworkers' union USDAW.

The campaign will highlight two issues — the Government's commitment to extending shop hours, and the effects on workers' protection of government policies concerning the wages councils.

Advertisements are being tested in *Labour Weekly*, and the campaign will start running on September 7 in women's magazines, including those directed at the younger market, such as *19*.

...and motions go before TUC

Sunday trading, wages councils, regulation on small business and part-time workers will all be debated at this week's TUC Conference.

Shop workers' union USDAW are calling on conference to recognise the Government's support for Sunday trading "represents another stage in its general strategy of attacking all forms of statutory protection covering working people, and signals a further attempt to drive down wage rates."

Research from the Institute of Fiscal Studies and the Auld Committee suggests 2,000 full-time jobs will be lost if Sunday trading comes in, with only part-time and casual work increased to compensate, USDAW goes on.

The National Graphical Association suggests congress declare itself "totally opposed" to removal of employee's statutory rights in small business. Recent moves to cut these regulations have been "based on a dogmatic and ideological pursuit of the free market and deregulation of the economy."

USDAW is also responsible for a call to condemn the proposed removal of wages councils protection for the under-21s.

TUC should recognise the poor working conditions of part-time workers, and prepare a report on how these conditions can be improved, says the National Union of Public Employees.

Other subjects up for debate include a call for greater international co-operation between national unions in order to counter the power of the multinationals and low pay.



Regency's 1,000th dealership is the H.I. Shore Pharmacy in Whetstone. Mrs H. Bhuvu, the owner, was presented with a bottle of champagne and a diploma by Regency managing director Richard Cross

Bright picture for spending

Consumer spending should grow at an average rate of 2 per cent from now to 1988, with a steady increase of spending on electrical goods.

The Retail Business Economic Review foresees a "bright picture" for overall spending, with the fastest period of growth being between now and the end of 1986, depending on a lack of substantial tax changes.

Non-durable spending is expected to grow more slowly than total spending before 1988, at 1.75 per cent a year, and durable spending should average 4.25 per cent.

This follows a recent slowdown after the temporary boom caused by the removal of credit controls in 1982. *Retail Business No 330, Economist Publications, 40 Duke Street, London W1A 1DW.*

300 scanners

Nearly 300 stores now use electronic scanners at the checkout in the UK.

The Article Number Association says more multiple retailers are expected to invest in the system, and that Sainsbury's are introducing it to all new branches.

Andrew Osborne, secretary general, says shoppers find the system more friendly as staff can face customers, while scanning their goods.

Briefly...

Rhone-Poulenc (UK) have bought the Gale & Mount name. Gale & Mount stock aroma chemicals and essential oils, specialising in small off-takes in the foods and cosmetics industries.

The Laboratory of the Government Chemist has a new telephone number. The main inquiry number is now 01-211 7900. Internal extension numbers have also changed.

Biomedical Services of Hampshire phone number remains unchanged (Hook 2489) — they are pharmaceutical consultants. Bio-Medical Services Ltd have changed their number, as stated in *C&D*, July 27 p174, to York 422583.

The ABPI Data Sheet Compendium 1985-86 is now available. Following the same format as previous editions, the compendium has a decidedly thicker feel to it than its predecessor. The next edition is expected to be published in October 1986.

New Era's biochemic tissue salts will be produced at a purpose-built factory in Hull from next month. This change follows the company's acquisition by Marfleet Refining last December. New Era believe natural medicines have a great future, but were unable to expand their Acton site.

COMING EVENTS

Florence fair

The Firenze Bellezza — Beauty at Florence — is a cosmetics and perfumery fair at the Palazzo Delgi Affar in Florence on September 27-30.

The exhibition area will comprise 110 stands with no more than 50 participants. The organisers say they intend it to be a "pearl shell" showing the most exclusive and expensive products in the field of cosmetics and perfumery.

Further information can be obtained from Robin McCulloch, secretary, The Cosmetic, Toiletry & Perfumery Association Ltd, 35 Dover Street, London W1X 3RA.

Advance information

Evans Medical Awards. Northampton General Hospital, October 2. Presentation of prizes and projects in Evans hospital pharmacists competition. Details from Dr S. Ellis, regional pharmaceutical officer, East Anglian Regional Health Authority, Union Lane, Chesterton, Cambridgeshire CB4 1RF
Institute of Pharmacy Management International. The educational course due to be run at Seaford in September has been cancelled because of insufficient applications. It is hoped the situation may improve to enable the institute to run a course next year.

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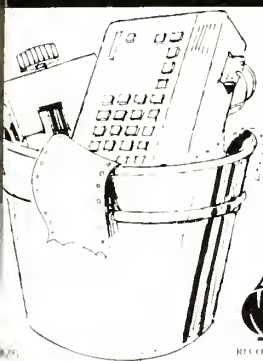
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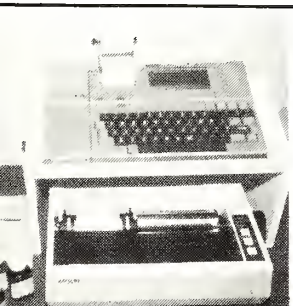


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The company product is sponsoring the Spice World Endurance racing team, whose car will be sporting Listerine's dragon, Clifford, in September's Brands Hatch race. Assembled guests at the car's unveiling were invited to try a taste of things to come as team member Raymond Bellm drove them round the 2½ mile Goodwood race track at speeds of up to 160 mph.

C&D's Nia Williams was one passenger noticeably lacking in bravado. "After seeing no more than a blurr go hurtling round the track I was pretty scared," she admitted. "But it turned out to be very exciting and exhilarating — in fact I was impressed enough to have a second go."

Warner-Lambert's marketing director John Ball was particularly keen to compare the drive with his own interest in saloon car racing — but he had to make do with a place in the passenger's seat.

The youngest — and perhaps the coolest — customer was 12-year old Damion. And assorted comments ranged from "Great — I want another go" to "Quick — I want another drink".

Plain speaking

Clear and unclear instructions on medical products were featured in the first Plain English Exhibition.

The organiser of the Plain English Campaign, Chrissie Maher, says: "Doctors, pharmacists and drug manufacturers should do much more to inform patients about taking medicines."

The campaign says doctors should provide clear and adequate information on prescriptions, writing parts of milligrams in full as micrograms, and should ensure receptionists who prepare prescriptions are fully trained.

They also want the Pharmaceutical Society to introduce a set of tested recommended warnings for cautionary labels and tested dosage instructions. And manufacturers should produce more clearly-worded package inserts.

Ciba-Geigy were among the sponsors of the exhibition.



International Lab's md Raymond Bellm, driver of the Listerine car

Drug Aid?

A Colchester pharmacist plans to set up a nationwide scheme in September to send blacklisted vitamins to missions in Africa.

David Green of Pulfords reports that a pilot scheme involving donations of GSL and P tablets from pharmacists in East Anglia has been going "well but slowly". His plan is to ask the Round Table countrywide to visit local pharmacies.

"We have a two-way system," says Mr Green. "I give professional supervision, carefully vetting everything that comes in, and the Round Table is investigating suitable recipients in Zambia. At the same time, publicity has already led to inquiries from a Church mission running hospital clinics on the Zambia-Angola border."

Mr Green plans not to spread help over a large area for short periods, but to concentrate on one or two small units for longer. "If every pharmacy in the UK contributed, we could have 10 million tablets. Only one tenth means one million." Pharmacists who want to donate can do so through the wholesale network. Currently helping are Grimwades of Ipswich, Unichem and Macarthy's. "We're under no delusions, and we can't pretend to provide a perfect answer to a difficult problem. But if this stuff is just going to end up in the bin, let's make some use of it. If it goes to Zambia and achieves nothing, we'll have lost nothing. But if it helps save a few patients from beri-beri, at least we achieved something."

Awards all round

The Guild of Hospital Pharmacists, Evans Medical and the Northern Regional Health Authority have all announced award winners this week.

The education and science subcommittee of the Guild says there was a significant increase in applications for the 1985 awards. Dr M.G. Lee won the Nicholas Award for "Studies on the absorption of drugs in plastics;" Mr Stephen Chaplin the Travenol Fellowship for "Implications for hospital pharmacy of the American experience of public drug information;" Mr Thomas Evans gets the Merck Sharp and Dohme Award to "Investigate the pharmacist's role in improving the quality of life of patients receiving chemotherapy;" and the ICI Travelling Fellowship goes to Mrs Susan Daunt for "The role of the Australian pharmacist in parenteral nutrition."

Evans Medical prizes have gone to Mr Stephen Bazire "The development of a routine non-invasive testing service for compliance with psychiatric medication;"

Mr N. Butler "How to use your metered dose aerosol inhaler;" Dr John Pickup "Long term domiciliary oxygen therapy using concentrators"; and Mrs D.E. Skipper "Systems Associated with Self-Medication Training in a Mental Handicap hospital." These projects will be presented at an evening meeting in Northampton (see **Coming Events**).

Mrs Margaret Ledger-Scott has won the £200 Sir William Lee Research Prize for 1984. Mrs Ledger-Scott, staff pharmacist at Sunderland Eye Infirmary, submitted a study titled "A comparison of the pharmacological effect and bioavailability of two acetazolamide formulations."

M&B grant

May & Baker are inviting pharmacists to outline research subjects for the company's 1986 Community Pharmacy Award.

The grant, now in its second year, has been increased to £800, and will be made in November. Entry is open to all UK-registered pharmacists, but they do not need CPA membership, which May & Baker will sponsor for all entrants for a year. Subjects should be concerned with the role of the GP pharmacist.

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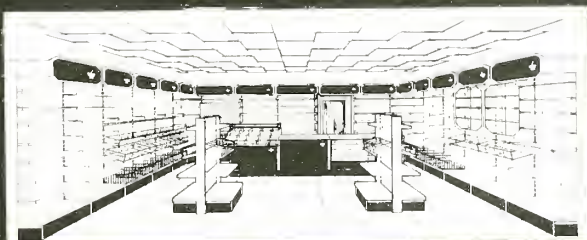
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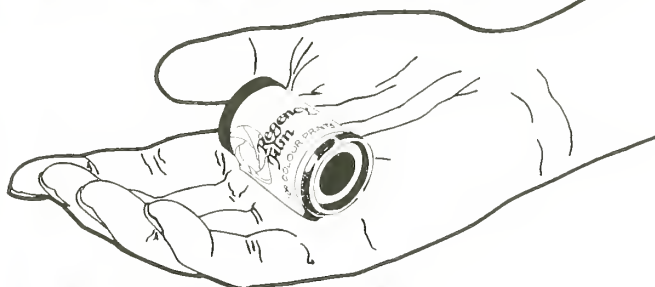
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